



**SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
END OF SEMESTER EXAMINATION
BAC 4202: STRATEGIC COMMUNICATION**

Date: 12th March 2025

Time: 11:00_13:00

Instructions

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.

QUESTION 1

(30 MARKS)

Blood:Water is an International NGO that partners with African organizations to end the HIV/AIDS & water crises. The organization has advertised for the position of Director of Communications to provide strategic leadership for Blood:Water's communications department. This role establishes and executes comprehensive strategies that advance the organization's mission, elevates Blood:Water's brand presence, and translates its impact into compelling narratives that resonate with key audiences: individual donors, high net worth funders, and institutional funders. You have been shortlisted for this position of Director of Communications.

- a) As part of the interview, you are required to make a presentation outlining and justifying a step-by-step process for designing a comprehensive five-year communication strategy that aligns with Blood:Water's mission, amplifies its brand presence, and strengthens stakeholder engagement. (20 Marks)
- b) Identify potential challenges you might face while implementing the five-year communication strategy and propose practical solutions to address these challenges effectively. (10 Marks)

QUESTION 2

(15 MARKS)

Imagine you are the Communications Director for a global health NGO launching a new initiative aimed at improving access to clean water in rural communities across Africa. To ensure the initiative's success, effective stakeholder engagement is critical.

- a) List the most important stakeholders of the global health NGO, and explain why each group is important (7 Marks)
- b) Explain the steps you will follow in developing an effective stakeholder engagement strategy for the NGO (8 Marks)

QUESTION 3

(15 MARKS)

You have been invited for a job interview as the Strategic Communication Director, StanChart Bank:

- a) Explain to the interview board, the 5 factors **needed** to ensure strategic communication works (5 Marks)
- b) Using an organizational chart (organogram), explain and justify to the interview board, the most effective placement of the Communication Director within an organization to ensure alignment with strategic goals and decision-making processes (10 Marks)

QUESTION 4

(15 MARKS)

Conducting research is key to fully understand how to gain the attention of an audience when building a communications campaign.

- a) Discuss at least 3 reasons why research in the Strategic Communication process is important (7 Marks).
- b) Identify at least four key questions that you must include in a research questionnaire/interview guide that will be used to inform a communication strategy. In your answer, provide a brief discussion on the significance of each question in ensuring the effectiveness of the strategy (8 Marks)

QUESTION 5

(15 MARKS)

Change communication is a vital aspect of managing organizational transformation. As a strategic communication professional, you have been tasked with leading communication efforts for an organization undergoing a major restructuring process. Outline a strategic communication plan to facilitate the change, ensuring employee buy-in and minimizing resistance.