



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
SPECIAL EXAMINATION
BAC4202: STRATEGIC COMMUNICATION

Date: 8th July 2022

Time: 10:30 – 12:30

Instructions

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

Question 1

Position Description

RTI is seeking a Communications Director for the anticipated the USAID-funded Western Kenya Sanitation Project (WKSP). The Communications Director will be responsible for designing and implementing strategic communications and outreach strategies to support WKSP goals. The individual in this position will also produce both multi-media communication products to break down complex activities and technical information for varying audiences. The Communications Director will provide logistics and communications support at events. This position will be based in Kisumu, Western Kenya, and report to the Chief of Party.

Responsibilities Include:

Leading the design and implementation of strategic communications and outreach strategies that support project goals.

- a) You have been shortlisted for the position. At the interview, you are required to pitch a strategic communication plan to position WKSP in Kenya. Discuss and justify a step-by-step process of developing the communication strategy to position WSKP **(20 Marks)**
- b) Name and discuss 5 elements of the communication model you will use as a foundation to your strategy **(10 marks)**

Question 2

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

- a) Discuss this statement as you illustrate the importance of research in the Strategic Communication process **(7 Marks)**.
- b) List and discuss at least 4 most important components that you must include in your research for a communication strategy **(8 Marks)**.

Question 3

Carrefour is the largest franchisee of French giant retail group CARREFOUR, 2nd retailer across the world. The Middle East based group is currently operating more than 140 Hypermarkets and Supermarkets in 15 countries, with more than 25 000 employees from 70 nationalities. CarreFour has appointed a new CEO to manage its business in Kenya. The Strategic Communication Director's role will be to communicate this change. Poor or insufficient internal communications can cause a wide variety of problems during this period of change.

- a. Discuss in detail, a step-by-step plan for strategically communicating this change to internal audiences for a smooth transition. **(7 Marks)**
- b. What communication tools will you utilize during the change process? Justify the choice of tools and tactics **(8 Marks)**

Question 4

The role of Strategic communication is to identify and engage stakeholders because stakeholders can affect the success or failure of a company and its programs.

- a. Raise 5 arguments illustrating the benefits of stakeholder communications and engagement **(7 Marks)**
- b. If you are to advise an institution on stakeholder management, discuss at least 5 tips for effectively communicating for stakeholder engagement **(8 Marks)**

Question 5

The 2020 pandemic led to layoffs, closures, reduced production schedules, revised work schedules, and pay cuts and seriously impacted employees. Many companies learned that building a good relationship with employees or internal audience isn't something that can be haphazardly or at the spur of the moment. Discuss:

- a. The objectives of Internal Communication **(7 Marks)**
- b. The power of building a positive Internal Relations over time **(8 Marks)**