



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES

BACHELOR OF ARTS IN COMMUNICATION

END OF SEMESTER EXAMINATION

BAC 4105: MONITORING, EVALUATION IN COMMUNICATION FOR PUBLIC RELATIONS

Date: 9th November 2021

Time: 08:00 – 10:00

Instructions

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

Question 1

(30 marks)

- a. Measurement is a current subject of debate in the public relations industry. Often, it can be hard to see if a message has been truly disseminated, absorbed or actioned. Describe five challenges that PR practitioners face in measurement. (15 marks)
- b. With the aid of an example in each case, differentiate between the following terms as used in PR monitoring and evaluation.
 - i. Outputs and inputs (4 marks)
 - ii. Outtakes and outcomes (4 marks)
 - iii. AVE and substitution principle (4 marks)
- c. Draft 3 objectives of communication that can be measured in monitoring and evaluation. (3 marks)

Question 2

(15 marks)

Discuss any five Barcelona Principles on monitoring and evaluation in public relations.

Question 3

(15 marks)

As a public relations officer at Strathmore University, you are required to measure readership of articles published on the university website annually. Discuss five different aspects that you would wish to ascertain through the evaluation you will conduct this year.

Question 4**(15 marks)**

For the average social media user, what constitutes engagement is a warm response from your family, friends, and other followers. For businesses, brands, and influencers, however, engagement is vital to social media marketing campaigns and brand image. Describe five ways on how you would measure engagement on social media in a business or organizational context.