



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
SPECIAL EXAMINATION
BAC 4107: MONITORING AND EVALUATION

Date: 7th May 2024

Time: 09:15 – 11:15

Instructions

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

Question 1

(30 marks)

- a) As part of the PR team in your organisation, you have secured an interview for the company CEO on KBC Radio flagship morning news programme, *Today in Business*. The interview is highlighted in advance as taking place at 7.25am.
- i. What would be your three objectives for the interview? (6 marks)
 - ii. Based on each of those objectives, describe in detail how you would measure success at the end of the interview. (12 marks)
- b)
- i. Provide a brief description of a social media campaign you would run at Strathmore University. (3 marks)
 - ii. Demonstrate how you would measure the following during and after the campaign: Outputs, Outtakes and Outcomes. (9 marks)

Question 2

(15 marks)

- a) Some PR practitioners and scholars think and argue that news stories about a product or service should be evaluated in terms of comparable advertising costs.
- i. What term is used to refer to such practice? (1 mark)
 - ii. Explain your thoughts about that argument. (3 marks)
 - iii. Describe AMEC's position about that practice. (6 marks)
- b) What is your opinion about the efficacy of measuring media impressions? Use an illustration to explain your answer. (5 marks)

Question 3**(15 marks)**

In each of the objectives of public relations given below, explain three ways on how you would measure or evaluate success.

- a) To reach out to two million parents of children at the age of 3 and below the age of 5 during the period of August 15 to August 30 to turn out for immunization to avert polio. (7.5 marks)
- b) To provide the public with regularly scheduled advertisements about the danger of burning plastic in open air and its associated disease health hazards. (7.5 marks)

Question 4**(15 marks)**

An extensive body of research sends a clear message to PR and corporate communication practitioners that planning and evaluation research is poorly or rarely done. They also argue that practices need major reforms to achieve professionalism and the levels of accountability required by modern management. Discuss this statement by focusing on the reasons why you think evaluation is rarely done.