



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES

BACHELOR OF ARTS IN COMMUNICATION

END OF SEMESTER EXAMINATION

BAC 4107: MONITORING AND EVALUATION IN PR

Date: 11th October 2023

Time: 13:00 – 15:00

Instructions

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

Question 1 **(30 marks)**

- a. Monitoring and Evaluation of communication can be complex and challenging due to various factors that can impact the accuracy and effectiveness of measurement efforts. Name and explain how you can overcome four main challenges of measurement. (12 marks)
- b. Distinguish between the following concepts and explain the importance of each in measurement of communication.
 - i. Benchmark and baseline (6 marks)
 - ii. Outtakes and outcomes (6 marks)
- c. Demonstrate the difference between the substitution principle and AVE with examples. (6 marks)

Question 2 **(15 marks)**

The Barcelona Principles, a set of guidelines developed by communication professionals and industry experts, outline fundamental principles for effective communication measurement. In the context of modern communication practices, these principles offer a comprehensive framework that emphasizes the importance of meaningful measurement strategies.

Explain the seven Barcelona Principles in the context of modern communication measurement.

Question 3:

(15 marks)

Assume you are the Media Relations officer in a PR firm. Describe how you would measure progress on the use of traditional media: television, print and radio. Illustrate three points for each medium.

Question 4:

(15 marks)

Discuss how you can use five proprietary or open source tools/software available for measurement of PR activities on online platforms including social media.