



**Strathmore**  
UNIVERSITY

**SCHOOL OF HUMANITIES & SOCIAL SCIENCES**

**BACHELOR OF ARTS IN COMMUNICATION**

**END OF SEMESTER EXAMINATION**

**BAC 4105: MONITORING AND EVALUATION IN PUBLIC RELATIONS**

**Date: 7<sup>th</sup> November 2022**

**Time: 10:30 – 12:30**

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**Instructions**

1. This examination consists of **FIVE** questions.
  2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.
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**Question 1** **(30 marks)**

- (i) With an example in each case, differentiate between the following terms and acronyms as used in evaluation of digital communication. In each case, indicate how measurement is done.
  - a. Bounce rate and click through rate (6 marks)
  - b. AVE and KPI (6 marks)
- (ii) ‘The weakest area for most communicators is measurement.’ Explain this statement by giving 5 reasons behind that argument. (10 marks)
- (iii) Illustrate the principle of substitution in monitoring and evaluation of public relations. (5 marks)
- iv) Explain how pilot tests and split messages used to determine the suitability of a message? (3 marks)

**Question 2** **(15 marks)**

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

**Question 3** **(15 marks)**

Analyse five proprietary or open source tools/software available for measurement of PR activities on online platforms including social media.

**Question 4** **(15 marks)**

Discuss five measures of exposure on social media. In each case, provide an example with a social media platform of your choice

**Question 5****(15 marks)**

A PR team secures an interview for a company CEO on KTN TV flagship morning news programme, *Kivumbi*. The interview is highlighted in advance as taking place at 7.25am. Describe five specific metrics you would use to assess engagement in the company's specific digital media channels.