



**SCHOOL OF HUMANITIES & SOCIAL SCIENCES**

**BACHELOR OF ARTS IN COMMUNICATION AND BACHELOR OF ARTS IN  
INTERNATIONAL STUDIES**

**SPECIAL EXAMINATION**

**BAC 4203: CORPORATE EVENTS & MANAGEMENT**

**Date:** 30<sup>th</sup> May 2022

**Time:** 08:00 – 10:00

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**Instructions**

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

**QUESTION 1**

**(30 MARKS)**

- a) Define corporate sponsorship. (1 mark)
- b) Outline any three reasons why the School of Humanities and Social Sciences (SHSS) would benefit from corporate sponsorship. (3 marks)
- c) According to Henry Fayol, an administrative management theory proponent, leaders have six main functions. Using relevant examples, outline these functions. (6 marks)
- d) Describe what the concept of defining the “current state” of an organization entails. (2 mark)
- e) When analysing an organization, a public relations practitioner must take a careful and candid look at three aspects. Outline them (3 marks)
- f) You are required to generate publicity for a two-day media entrepreneurs workshop to be held at Strathmore University. The event targets the entire student fraternity and members of the public. Use the GRACE model to outline your event planning process. (15 marks)

**QUESTION 2****(15 MARKS)**

Design a research program to identify target publics for a campaign to promote sustainable fashion clothing among Private University Students based in Nairobi.

**QUESTION 3****(15 MARKS)**

A recent report by Nation Media Group found that aliteracy among college students is fast rising, and has more than doubled in the last five years. Aliteracy is the quality or state of being able to read but being uninterested in doing so. Nation Media Group has hired you to run their annual communications campaign to promote newspaper readership at the Strathmore University community. Using only twitter as your Media of choice, outline your communication campaign using the ROPE process.

**QUESTION 4****(15 MARKS)**

The Strathmore University Women's Basketball team has recently stepped up effort to attract more corporate sponsors, amidst the dwindling attendance numbers. Design a campaign to double the attendance.