



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES

BACHELOR OF ARTS IN COMMUNICATION

END OF SEMESTER EXAMINATION

BAC4203: CORPORATE EVENTS MANAGEMENT

Date: 21st March 2022

Time: 10:30 – 12:30

Instructions

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

QUESTION 1

(30 MARKS)

- a) Explain why the employees of an events company would fare well under a laissez-fair management style as opposed to autocratic management. (2 marks)
- b) ‘Today reputation is based mainly on what artificial intelligence systems like Google portray about you, rather than first-person experience.’ Discuss this statement using relevant examples and illustrations. (2 marks)
- c) Distinguish between Safaricom’s corporate reputation and its corporate image. (2 mark)
- d) During the formative research, a public relations practitioner must take a careful and candid look at three aspects of the organization in question. Outline these three main areas. (3 marks)
- e) Ronald Smith (2002) states that the nine strategic steps of public relations are deliberate, and must be taken in sequence. State three reasons why this is the case. (3 marks)
- f) In the last 2 years, universities worldwide have been hit with increased costs due to coronavirus pandemic, forcing many to reach more deeply into their endowments to meet expenses. The largest share of endowment expenses went to student financial aid (sponsorship), and Strathmore University has been not exempted in this case. Using Smith’s nine strategic steps, discuss the process needed to implement a communication campaign to replenish the institution’s endowment funding. (18 marks)

QUESTION 2**(15 MARKS)**

In 2019, multinational chemicals company Ineos hosted the INEOS 1:59 Challenge, which is considered a hallmark of Sponsorship management. During this event, Eliud Kipchoge successfully attempted to break the two-hour mark for running the marathon distance. And although the achievement was not eligible to be ratified as a as a marathon world record by World Athletics, Kipchoge went on to secured several lucrative endorsements as a result of this event. The event also placed Ineos, a UK-based company, on the global map. Kipchoge recently announced plans to participate in a similar event later in the year.

- a) Outline the communication tactics that Kipchoge's public relations team ought to undertake in order to maximize opportunities for their client. In your response, utilize all four categories of communication tactics (8 marks)
- b) Explain three reasons why organizations contribute hefty sums in sports sponsorships. (3 marks)
- c) Using relevant examples and illustrations, outline the four main types of event sponsorships. (4 marks)

QUESTION 3**(15 MARKS)**

The Independent Electoral and Boundaries Commission (IEBC) has intensified voter registration campaigns amid low turnout and missed targets. The campaign was announced after the first phase in 2021 which targeted 4.5 million new voters only yielded 800, 462 launched its mass registration exercise on October 4 2021. Your role as the public relations consultant working for IEBC is to design a campaign using the ROSIE model that does not use any media relations programming.

QUESTION 4**(15 MARKS)**

- a) Communication management refers to the flow of information within a company or between multiple companies. Discuss two factors a company must take into account when it wants to communicate. (2 marks)
- b) Using a relevant case study of your choice, outline the 5 Ws and H of communication management (10 marks).
- c) Identify three common corporate identity tools that organizations use to communicate messaging about their brands (3 marks)