



**CHRISTIAN SERVICE UNIVERSITY COLLEGE
KUMASI**

FACULTY OF HUMANITIES

DEPARTMENT OF COMMUNICATION STUDIES

BACHELOR OF ARTS IN COMMUNICATION

End of First Semester Examination, 2021/2022 Academic Year

MORNING, EVENING & WEEKEND SCHOOL

LEVEL 200

BACS 213: STRATEGIES OF COMMUNICATION

February, 2022

70 Marks

Time Allowed: 2 Hours

INSTRUCTION TO CANDIDATES:

- Answer **QUESTION ONE** and any other two questions
- Present **All** Answers in Essay form
- Marks will be awarded for clarity of expression of ideas and grammar
- Write your index number on top of the question paper

Examiner: Justice Boffah Pokumensah

QUESTION 1

- a) Developing a communication strategy is an open-ended process. Discuss the key elements and activities in that process. (25 marks) *Developing your key or goal message effectively.*
- b) Define the following terms:
 - 1. Interpersonal communication (1 mark) *Establish goal purpose, objective, goal of the communication process effort*
 - 2. Intrapersonal communication (1 mark) *medium term / long term*
 - 3. Mass Communication (1 mark) - *change in perception, opinion, attitude & behaviour*
 - 4. Group Communication (1 mark) *Define target audience*
 - 5. Crisis Communication Plan (1 mark) *use quantitative & qualitative - survey, interview, etc*

QUESTION 2

- a) What is a message? (5 marks) *A message is a stimulus that the source*
- b) Discuss ten (10) characteristics of a good communication campaign message. [15 marks]

*It is focused
- Positive
- memorable*

*It is a link between the general public of communication.
It is customer centered.
It is positive.
It is cultural sensitive.
Self explanatory - not confusing
Simple and straight forward
Unique
It carries single idea.*

QUESTION 3

- a) List and explain the eight (8) elements of the communication process. [10 marks]
- b) Explain how the different definitions affect the communication situation. [10 marks]

QUESTION 4

- a) What is planning? [5 marks]
- b) Discuss the importance of a communication campaign plan. [15 marks]

QUESTION 5

Effective communication campaign is focused and purpose driven. Describe how communicators can effectively define their target audience. [20 marks]

*Religiographic - church
Etiographic - upper class middle class
lower class
economically
Physiographic - educator*

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*Demographic
Age
Gender*