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*(Knowledge for Development)*

# **KIBABII UNIVERSITY**

## **UNIVERSITY EXAMINATIONS**

**2022/2023 ACADEMIC YEAR  
THIRD YEAR SECOND SEMESTER**

### **MAIN EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF EDUCATION (ARTS)**

**COURSE CODE: JMC 324**

**COURSE TITLE: PERSUASIVE COMMUNICATION**

**DATE: 21<sup>ST</sup> APRIL, 2023**

**TIME: 2.00 - 4.00PM**

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#### **INSTRUCTION TO CANDIDATES**

Answer Question **ONE** and any other **TWO** Questions.

**TIME: 2 Hours**

*This Paper Consists of 2 Printed Pages. Please Turn Over. ►*

**KIBU** observes **ZERO** tolerance to examination cheating.

### **QUESTION ONE - COMPULSORY (30 MARKS)**

- a) In your own words, define persuasive communication. (2 marks)
- b) List 4 benefits of understanding persuasive communication. (4 marks)
- c) The objectives of persuasive communication are to stimulate, convince or call to action. Briefly explain how a journalist can achieve these objectives. (6 marks)
- d) Identify 6 characteristics of human behavior. (3 marks)
- e) Outline the Principles of Cognitive Dissonance theory. (5 marks)

### **QUESTION TWO (20 MARKS)**

Identify a local advertisement either on TV/Radio or print media.

- i. Describe the advertisement (10 marks)
- ii. Analyze the advertisement by doing the following: (10 marks)
  - Identify the target audience
  - What does the advert aim to achieve?
  - What resistance is the advert likely to face?

### **QUESTION THREE (20 MARKS)**

Using knowledge gained from this course, write a persuasive speech on any ONE of the following topics:

- i. Dangers of cell phones
- ii. Set-up a dress code for students in institutions of higher learning
- iii. Pastoralists should keep smaller herds for good management
- iv. GMO is the way to Kenya's food security

### **QUESTION FOUR (20 MARKS)**

- a) Discuss the importance of resistance to persuasion. (10 marks)
- b) List 5 strategies that one can use to resist persuasion. (10 marks)