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CHRISTIAN SERVICE UNIVERSITY COLLEGE KUMASI

FACULTY OF HUMANITIES DEPARTMENT OF COMMUNICATION STUDIES

BACHELOR OF ARTS IN COMMUNICATION

End of First Semester Examination, 2019/2020 Academic Year

Level 400

BACS 467 MEDIA ADVERTISING CAMPAIGN

December, 2019

[70 marks]

Time: 2 hrs

INSTRUCTIONS TO CANDIDATES

- Provide your answer in the **Answer Booklet**.
- Answer **question ONE** and any other **TWO**.
- Note: Marks will be awarded for clarity of expression (grammar) and logical presentation of facts.
- Write your index number clearly at the top of the question paper.

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Question 1 (30 marks)

Dennis is an account planner at a major advertising agency, and one of his responsibilities is to evaluate advertising campaigns through testing, monitoring, and measurement. Explain these three terms.

Question 2 (20 marks)

- a. Define *segmenting* and *targeting* and establish the link between the two concepts.
- b. Describe **TWO (2)** typical approaches to segmentation.

Question 3 (20 marks)

Name and explain the evaluation criteria used in selecting advertising media for an advertising campaign.

Question 4 (20 marks)

Highlight the main strengths and weaknesses associated with television as an advertising medium.

Question 5 (20 marks)

With the aid of examples, discuss the following **three (3)** Scheduling Strategies.

- a. Continuity
- b. Flighting
- c. Pulsing