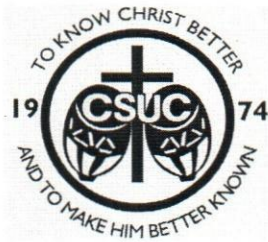


Index Number \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_ Signature \_\_\_\_\_



**CHRISTIAN SERVICE UNIVERSITY COLLEGE**

**KUMASI – GHANA**

**FACULTY OF HUMANITIES**

**DEPARTMENT OF COMMUNICATION STUDIES**

**BACHELOR OF ARTS IN COMMUNICATION**

**End of Second Semester Examination, 2018/2019 Academic Year**

**Level 300**

**BACS 358: ADVERTISING COPYWRITING FOR THE ELECTRONIC MEDIA**

**May 2019**

**[70 marks]**

**Time: 2 Hours**

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**INSTRUCTIONS TO CANDIDATES**

- Provide your answer in the **Answer Booklet**
- **ANSWER QUESTION ONE and ANY OTHER TWO**
- Marks will be awarded for clarity of expression and logical presentation of facts.
- Write your index number clearly at the top of the question paper.

*Examiner: Ginn Assibey Bonsu*

Index Number \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_ Signature \_\_\_\_\_

1. **Blue Skies** is one of the leading fruits processing companies in Ghana which is about to introduce a new bottled fruit drink called “**Blue Skies Tangerine**” targeted at students in Ghana (i.e. students aged between 3 and 30). The company is known to deliver quality and sweet fruit drinks which expire five days after the manufacturing date. It has a customer base of five million across the country.

**Blue Skies** expects high product patronage from students in Ghana. The following are the marketing objectives set for the marketing and communication campaigns to attract patronage:

1. To persuade 80 percent of students in Ghana to taste the Orange Skies Tangerine within 12 months;
2. To stimulate interest in the purchase of the Orange Skies Tangerine by 80 percent students within six months.

In order to help achieve the above-stated objectives, Orange Skies wants an ad concept executed. The advertising objectives set are:

1. To create awareness amongst 80 percent of students in Ghana within 12 months about the Orange Skies Tangerine
2. To stimulate interest amongst 80 percent of students in Ghana to patronize the Orange Skies Tangerine
3. To persuade 80 percent of students in Ghana to make repeated purchases of the Orange Skies Tangerine drink within one year.

- a. Create a simple creative brief to be used as a guide for creating a television commercial for **Blue Skies** for their **Tangerine drink**.
- b. Using the creative brief produce a 60second television script for **Blue Skies** for their **Tangerine drink** using **humour** as the presentation style.

(50marks)

2. Akua Mansa is the marketing manager of **Tutuka Ltd**. She does like the idea of advertising on television due to the amount of money she is supposed to pay for the creation of the advertisement and the airtime slot. Convince her using three advantages of advertising on television. (10marks)

3. State and explain four guidelines to follow when creating a radio spot. (10marks)

4. State and explain four guidelines to follow when creating a television spot. (10marks)

End\*\*\*