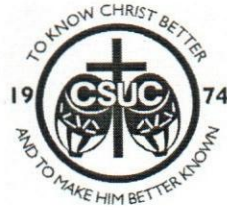


Index Number _____ Signature _____ Date _____



**CHRISTIAN SERVICE UNIVERSITY COLLEGE
KUMASI**

FACULTY OF HUMANITIES

DEPARTMENT OF COMMUNICATION STUDIES

BACHELOR OF ARTS IN COMMUNICATION

End of Second Semester Examination, 2018/2019 Academic Year

Level 400

BACS 426: ACCOUNT PLANNING IN ADVERTISING

May 2019

SECTION B [70 Marks]

Time: TWO (2) HOURS THIRTY (30) MINUTES

INSTRUCTIONS TO CANDIDATES:

- Provide your answers in the Answer Booklet
- Answer ANY THREE QUESTIONS
- Note: TEN (10) 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

Examiner: Fortune Tella

1. Account planning has been described as the “creativity behind creativity”. Describe the relationships that exist between account planning team and the following:
 - a) creative team
 - b) client
 - c) consumer

2. Evaluative research helps to establish the strengths or weaknesses in a piece of advertisement. As an accounts planner, describe two techniques of ‘DURING EXECUTION’ and three techniques of ‘AFTER EXECUTION’ that you will use in assessing an ad.

3. *Wezleev* is a new entrant in the mobile phone industry in Ghana and it is about to roll out an advertising campaign with the goal of becoming the mobile phone of choice in Ghana in three years.

After a rigorous selection process, the advertising campaign has been awarded to your Ad agency, *EVERSHINE*. As the Accounts Planner of *EVERSHINE*, describe how you will use the following ways of advertising planning research to help the creative team to develop a good advertisement for *Wezleev*:

- a) Market information
 - b) Consumer insight research
 - c) Media research
 - d) Message development
-
- 4a. The Account planning job requires the planner to possess some unique characteristics. Identify and explain **five** of the characteristics of a good account planner.

 - 4b. *Describe ‘problem recognition’, ‘purchase decisions and the act of buying’ and ‘evaluation of alternatives’ of the decision-making process of the consumer.*
-
5. Write SHORT notes on **ANY FOUR** of the following:
 - a) Data analyst and information centre and roles of the account planner (5 MARKS)
 - b) Account planning and account management (5 MARKS)
 - c) Routinized problem solving versus Extensive problem solving (5 MARKS)
 - d) Primary research (5 MARKS)
 - e) Semiotic analysis (5 MARKS)