

**THE OPEN UNIVERSITY OF SRI LANKA**  
**DEPARTMENT OF SOCIAL STUDIES**  
**BA DEGREE IN SOCIAL SCIENCES – LEVEL 5**  
**FINAL EXAMINATION– 2021/2022 (FIRST SEMESTER)**  
**DSU5325 – COMMUNICATION CAMPAIGNS**  
**DURATION: THREE (03) HOURS**



**Date: 11<sup>th</sup> of June 2022**

**Time: 09.30a.m-12. 30p.m**

**INSTRUCTIONS:**

1. The Question paper consists of **NINE (09)** questions
  2. Answer only **FIVE (05)** questions
  3. All Questions carry equal (20) marks
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1. Describing the definition provided for Communication Campaigns by Rice and Atkins (1987), discuss its significance in planning an effective communication campaign.
  2. Discuss with examples the significance of the concepts of ‘Agenda Setting’ and ‘Uses and Gratification Theory’ in planning an effective communication campaign.
  3. Explain the concept of strategic communication campaign planning, with reference to the steps connected with strategic communication campaign planning.
  4. What is a preliminary analysis? Discuss why a preliminary analysis is considered as the most essential step in the communication campaign planning process.
  5. Present your own communication campaign plan briefly explaining all important steps under the topic of “Changing people’s existing behaviour positively towards proper disposal of garbage in your area”.
  6. Explain the ‘7Cs’ adopted from standard advertising practices, as guidelines in designing a campaign message.

7. Discuss three methods that could be used in a communication campaign for “Political System Change” with reference to their strengths and weaknesses.
8.
  - a. What is monitoring and evaluation of communication campaigns?
  - b. Discuss with examples how an evaluation process ensures the smooth implementation of a communication campaign.
9. Briefly discuss four of the following topics.
  1. Pretesting of campaign materials
  11. Diffusion of innovation theory
  111. ‘SMART’ in setting objectives
  - IV. Social marketing
  - V. Available communication resources

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