

THE OPEN UNIVERSITY OF SRI LANKA
 DEPARTMENT OF SOCIAL STUDIES
 BA DEGREE PROGRAMME IN SOCIAL SCIENCES - LEVEL V
 FINAL EXAMINATION 2024/2025 (SEMESTER I)
 SSU3125/ DSU 5325- COMMUNICATION CAMPAIGNS



DURATION: THREE HOURS (3 HOURS)

Date: 19th April 2025

Time: 09.30am - 12.30pm

Instructions:

- Answer **only FIVE** (05) questions for essay type answers.
 - All questions carry equal marks (20 marks each)
1. A Communication campaign is not a single event, but it is a process. Describing what communication campaigns are, discuss the major steps relating to communication campaigns, using examples.
 2. Discuss the significance of three communication theories or models used in the process of planning a communication campaign.
 3. Rogers (1962) suggested that the message, communication channels, social system and time influence the speed of dissemination of the new idea. Discuss with examples.
 4. What is social marketing? Discuss with examples how social marketing concepts can be used to improve the effectiveness of communication campaigns.
 5. What is preliminary analysis? Discuss with examples why preliminary analysis is considered as one of the most crucial steps in communication campaigns.
 6. Discuss the significance of '7Cs' in designing an effective and meaningful message to address the target audience.
 7. What is campaign launching? Discuss five different activities that can be included in a campaign launching to gain the maximum publicity.
 8. Discuss with examples how the monitoring process ensures the smooth implementation of a communication campaign.

9. Briefly discuss four of the following topics.
- a) Uses and Gratification Theory
 - b) Significance of Secondary Audience
 - c) Print communication materials
 - d) Media Mix
 - e) Repetition of campaigns

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