



THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE IN SOCIAL SCIENCES (NEW SYLLABUS)
LEVEL 5, SEMESTER I (2018/2019)
DSU5325 – COMMUNICATION CAMPAIGN
FINAL EXAMINATION

DURATION: THREE HOURS (03 HOURS)

Date: 12. 01. 2019

Time: 9.30am – 12.30 pm

Instructions:

- Select **ONLY FIVE (5)** questions for answering
 - All questions carry equal marks (20 marks each)
1. Discuss how a Communication Campaign becomes effective in changing behavioural change with examples.
 2. Discuss the significance of three communication theories or models that could be used in communication campaigns.
 3. Briefly explain the eight stages in a strategic communication plan.
 4. Discuss using examples the relevance of social marketing as a concept in effective implementation of communication campaigns.
 5. The success or failure of a communication campaign will depend on systematic undertaking of a preliminary analysis. Discuss using examples.
 6. Discuss the significance of '7Cs' in message designing to address the target audience.
 7. What is campaign launching? Discuss five different activities that can be included in campaign launching to gain maximum publicity.
 8. Discuss with examples how an evaluation process ensures the smooth implementation of a communication campaign.
 9. Briefly discuss the main concerns of scaling up of a communication campaign.
 10. Briefly discuss four of the following topics.
 1. Health Belief Model
 2. Campaign (communication) materials
 3. Secondary audience
 4. Lead agency
 5. Media mix