

**THE OPEN UNIVERSITY OF SRI LANKA**  
**DEPARTMENT OF SOCIAL STUDIES**  
**BA DEGREE PROGRAMME IN SOCIAL SCIENCES – LEVEL - V**  
**FINAL EXAMINATION - 2016/2017**  
**SSU3125 – COMMUNICATION CAMPAIGN**



**DURATION: THREE HOURS (03 HOURS)**

**Date: 06<sup>th</sup> November 2016**

**Time: 9.30 a.m. – 12.30 p.m.**

**Instructions:**

➤. **Answer five (05) questions only. Each question carries 20 marks.**

1. What is communication campaign? Briefly discuss key elements in communication campaign.
2. Name three communication theories or models directly relevant to communication campaign and discuss how two of those theories or models explain framework of communication campaign.
3. What is social marketing? Briefly explain how you can use 'social marketing' concept to improve the effectiveness of communication campaign.
4. What are the key aspects should be emphasized under preliminary analysis of communication campaign? Briefly discuss the importance of identifying primary and secondary audience during preliminary analysis.
5. What is 'SMART'? Briefly explain the use of SMART in setting proper objectives in communication campaigns.
6. Identify and briefly discuss 08 campaign materials that can be used to convey campaign message among target audience.
7. Briefly explain what is campaign launch? Discuss various activities that can be included in campaign launch in order to maximize the publicity.
8. What is the evaluation of communication campaign? Briefly explain types of evaluation emphasize under communication campaign.
9. Briefly discuss two of the followings.
  - (a) Community based social marketing (CBSM)
  - (b) Media choice
  - (c) Message appeal
  - (d) Monitoring