
UNIVERSITI SAINS MALAYSIA
In Collaboration With

TAYLOR'S COLLEGE

Second Semester Examination
2003/2004 Academic Session

February / March 2004

Bachelor of Communication (Honours)

**YBP 221 – Planning and Evaluation of Communication
Campaigns**

Duration : 2 hours

Instructions:

Before you begin, please ensure that this examination paper contains a total of **TWO [2]** pages.

Answer two questions. Question **ONE [1]** is compulsory.

Each question carries 100 marks.

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1. You have been asked to plan and implement a campaign to increase public awareness on "Reduce, Reuse and Recycle". Prepare a CITAP for the campaign.

2. The Strategic Extension Campaign (SEC) conceptual framework by Adhikarya (1994) is based on nine characteristics/features which emphasise the "systematic, sequential and process-oriented manner" of the planning and implementation of social campaigns. Using appropriate examples, explain each of these characteristics/features.

3. Explain the Information-processing behavioral model by McGuire (1981). Discuss with appropriate examples, the strengths and weaknesses of the matrix for campaign planning.

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