
UNIVERSITI SAINS MALAYSIA

In Collaboration With

TAYLOR'S COLLEGE

First Semester Examination
2003/2004 Academic Session

September / October 2003

Bachelor of Communication (Honours)

YBP 221 – PLANNING AND EVALUATION OF COMMUNICATION CAMPAIGN

Duration : 2 hours

Instruction To Candidate:

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

Answer **TWO [2]** questions. Question 1 is compulsory.

Each question carries 100 marks.

1. According to Everett M. Rogers and J. Douglas Storeys (1987), the objectives and effects of a campaign can be conceptualised based on three dimensions: (1) the level of objective, (2) the locus of the behaviour change that is sought, and (3) the locus of the benefit derived from the outcomes.

Discuss these three dimensions by taking into consideration the campaign that you are embarking on.

2. Communication scholars have their own definitions of communication campaign. Choose one definition given by any of the scholars that have been discussed in this course. Discuss the elements of campaign based on the definition chosen.
3. Newsom et al (2000) state that the aspects of *educational*, *engineering*, *enforcement*, *entitlement* and *evaluation* are the five elements that often exist in a successful campaign. Discuss these elements by providing relevant examples. (Do not use the examples given in the reading).
4. Answer **FIVE (5)** of the questions below:
 - i. Explain what is Strategic Extension Campaign and its ten operational phases.
 - ii. Pfau dan Parrot (1993) listed (4) important elements in implementing a campaign. Explain these four elements and provide relevant examples.
 - iii. Explain the meaning of 'concept', 'conceptualisation' and 'operationalisation' in the context of research.
 - iv. What are 'simple random sampling', 'systematic sampling' and 'multi-stage sampling'? Provide relevant examples.
 - v. What is CITAP (Critical Information and Technology Acquisition Package) and what are its importance to a KAP research?
 - vi. What is *Key Informant Interview* (KII) and why is it used in research?