

Uganda Martyrs University
Institute of Languages and Communication Studies
BA in Journalism and Mass Communication
BJMC3109 Advertising Media Planning and Campaign
Year 3 end of semester one examination

Date: 20th January, 2022

Time: 3 hours

Instructions

Read the questions carefully before you attempt to answer any question.

Read through your answers to correct any possible grammatical or structural errors you may have made because these will affect your grade.

Write a new question on a fresh page.

Poor handwriting may lead to loss of marks.

Answer three questions in all: Section A is compulsory

SECTION A is compulsory

(40 Marks)

Qn. 1

(a) Briefly, explain the difference between media planning and integrated marketing communication. **(5 Marks)**

(b) Assuming Uganda Martyrs University employs you as an advertising expert for their farm products, and the job requires you to make advertising media plan. Explain the steps or stages involved while making a media plan for the farm's products. **(20 Marks)**

(c) You as an advertising expert who is an employee at Uganda Martyrs University in the advertising department, write/ draft the advertising media marketing plan for the University's farm products. **(15 Marks)**

SECTION B:(choose two questions from this section)

Qn. 2

- (a) "Every media plan begins with the Market analysis," explain the factors considered when making market analysis for your new product. **(15 Marks)**
- (b) Discuss the factors considered before making a media plan. **(15 Marks)**

Qn. 3

- (a) Define media buying, explain the stages involved in media buying. **(15 Marks)**
- (b) With examples, discuss the responsibilities of a media buyer in the advertising field. **(15 Marks)**

Qn. 4

- (a) Explain the 6M's model of integrated marketing communication. **(10 Marks)**
- (b) Discuss the challenges of integrated marketing communication. **(20 Marks)**

Qn. 5

- (a) Explain the difference between marketing communication and promotion mix. **(5marks)**
- (b) Discuss the importance of research in marketing communication. **(25 Marks)**