CENTRAL UNIVERSITY

FAITH · INTEGRITY · EXCELLENCE

2015/16 AUGUST RESIT EXAMINATION

DEPARTMENT OF COMMUNICATION STUDIES

COMS 106 – INTRODUCTION TO MASS COMMUNICATION

TIME ALLOWED: TWO (2) HOURS

LEVEL 100

STUDENT ID No ....

INSTRUCTIONS:
ANSWER ALL QUESTIONS IN SECTION A AND ANY TWO (2) IN SECTION B

DO NOT TURN OVER THIS PAGE UNTIL YOU HAVE BEEN TOLD TO DO SO BY THE INVIGILATOR

LECTURER: DR MARIAN TSEGAH

SECTION A

1.   Radio, television and billboards are usually described as ....
a.   local media
b.   popular media
c.   Traditional media
d.   New media

2.   The situation where other media such as television, magazines and newspapers are put together to provide advertisers with the synergy to do their work is known as ....
a.   integrated marketing opportunities.
b.   cross media activities.
c.   media interaction.
d.   integrated media opportunities.

3.   Bus shelters, leaflets and fliers are examples of ....
a.   media.
b.   above- the – line media.
c.   below-the –line media.
d.   creativity.

4.   Deception in advertising refers to a situation where ....
a.   consumers are given wrong visuals.
b.   buyers are given alternative products.
c.   consumers are provided with a distorted version of reality.
d.   creatives over inform the public.

5.   Trade magazines are usually targeted at ....
a.   professionals.
b.   consumers.
c.   wholesalers and retailers.
d.   advertisers.

6.   The papyrus evolved in the year ....
a.   300 BC.
b.   200 BC.
c.   400 BC.
d.   600 BC.

7,   The internet has become a medium of choice because the consumer can ....
a.   pick and choose information as and when necessary.
b.   play music on-line.
c.   watch videos on it.
d.   be bombarded with so much information at a time.

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8. One major disadvantage of a book is its ....
a. fragility.
b. inability to be updated regularly.
c. discoloration.
d. chaotic buying practices.

9. Guttenberg's invention of the Moving Type press was in ....
a. 1456.
b. 1546.
c. 1645.
d. 1564.

10. Consumer magazines are patronized by ....
a. the general public.
b. a particular group of consumers.
c. trades people.
d. media consumers.

11. Weekly newspapers are usually adopted when the volume of work is ....
a. inadequate to sustain a daily one.
b. relevant on a weekly basis.
c. too much for the daily newspaper.
d. enough for a print house.

12. Poor reproduction is usually a characteristic of ....
a. books.
b. magazines.
c. newspapers.
d. radio.

13. Television has been described as the most popular medium because of its combination of ....
a. Text and visuals.
b. Sound and light.
c. Music and models.
d. Images and color.

14. The situation where the images of television are implanted into a radio spot is known as ....
a. replication
b. imagination
c. implantation
d. image transfer

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15. The situation where other media such as television, magazines and newspapers are put together to provide advertisers with the synergy to do their work is known as ....
a. integrated marketing opportunities.
b. cross media activities.
c. media interaction.
d. integrated media opportunities.

16. Fragmentation is a major disadvantage of which medium?
a. Television
b. Outdoor
c. Radio
d. Magazines

17. .... usually happens when there are too many ads running on a channel at a time.
a. Repetition
b. Clutter
c. Market coverage
d. Media choking

18. Bus shelters, leaflets and fliers are examples of ....
a. media.
b. above- the – line media.
c. below-the –line media.
d. creativity.

19. The situation where the receiver is unable to control the rate at which messages go by on radio or television make these messages ....
a. flighting
b. fleeting
c. airing
d. intangible

20. Television is basically .... in that it imposes itself on viewers as they watch their favorite programs.
a. obstructive
b. destructive
c. intrusive
d. imposing

SECTION B

1.   Explain Five (5) reasons why you will recommend television to your client who is advertising a boutique

2.   Give Five (5) reasons why the magazine is an attractive medium for advertisers and their audiences.

3.   Give Five (5) reasons why you will not suggest radio as a medium of choice for your client.

4.   Discuss Five (5) benefits that E-books may have over traditional books.