



CENTRAL UNIVERSITY

END OF FIRST SEMESTER EXAMINATION 2021

**DEPARTMENT OF COMMUNICATION AND LANGUAGE
STUDIES**

COMM 309: ADVANCED ADVERTISING

(3 Credits)

LEVEL 300 (MIOTSO)

LECTURER: DR. MARIAN TSEGAH

INSTRUCTIONS

ANSWER 3 (THREE) QUESTIONS IN ALL

STUDENT ID No.....

1. Discuss how best a client can maintain the relationship with his agency.
2. Explain five 5 situations that can put a customer in the Problem recognition state.
3. Explain five 5 ways in which a client can segment his or her market.
4. Discuss 5 advantages of using primary research in identifying the flaws of your ad.
5. Discuss 5 five steps that a consumer gets through before the post evaluation stage