



STAMFORD COLLEGE

SCHOOL OF MEDIA STUDIES

DIPLOMA IN MEDIA AND COMMUNICATION (SEMESTER 3)

MCA 301: MEDIA & ADVERTISING

Date : 21 February 2008 (Thursday)

Time : 2.00 pm – 5.00 pm

Duration: 3 hours



Instructions to Candidates

Answer Question 1 from Section A and any THREE questions from Section B.

Please ensure that this examination paper contains FIVE questions on ONE printed page before you start the examination.

Books, papers and other written materials are not allowed to be brought into the examination hall. A candidate who violates the examination rules of Stamford College or commits a malpractice will be disqualified from the examination.

Candidates may use calculators provided the calculators give no printout, have no work display facilities, are silent and cordless.

Write your Examination Index Number on each page of your answer booklet.

Section A**Question 1 (Compulsory)**

A company that organises pop concerts is promoting a 2-day festival of pop music at a location distant from your home town. The advertising manager has briefed you to prepare a single-page advertisement to appear in music and youth magazines to announce the concert and details of a package which will include travel to the event and tickets for the 2-day festival. The advertisement is to have a coupon so that pop music fans can complete and return it to obtain an advance programme which contains a booking form. (Note: the advertisement is not to include a booking form.)

- (a) Write all the copy, including a reader response coupon, for this full page advertisement. (10 marks)
- (b) Draw separately the layout for the advertisement you have written. Roughly indicate how headlines, illustrations, copy, response coupon and any graphic elements such as logotypes will be displayed and show how tpestyles and sizes of type will be used. (10 marks)

(Total 20 marks)

Section B: Answer Any THREE Questions**Question 2**

Describe **TEN** stages in the production of a television commercial.

(20 marks)

Question 3

Briefly explain the roles of the:

- (a) The account handling department (5 marks)
- (b) The creative department (5 marks)
- (c) The media department (5 marks)
- (d) The production department (5 marks)

(Total = 20 marks)

Question 4

Write a 30-second script for a radio commercial to encourage young people to pay more attention to schooling. You can make up the details on behalf of the education authority or government department commissioning the commercial.

(20 marks)

Question 5

The appeal of magazines to advertisers is the specialist readership. The advertisements can be targeted accurately at the customers and consumers whom the advertiser wants to reach. Discuss the types of magazines used for advertisements.

(20 marks)

-END OF PAPER-

