



ELIZADE UNIVERSITY,
ILARA-MOKIN,
ONDO STATE

FACULTY: HUMANITIES, SOCIAL & MANAGEMENT SCIENCES
DEPARTMENT: MASS COMMUNICATION
FIRST SEMESTER EXAMINATIONS
2020/2021 ACADEMIC SESSION

COURSE CODE: MAC 315

COURSE TITLE: MEDIA PLANNING AND EVENT MANAGEMENT

DURATION: 2½ HOURS

CREDIT UNITS: 2 UNITS

INSTRUCTIONS TO CANDIDATES:

- (a) Answer question ONE and any two others. Answer only **three (3)** questions.
- (b) Candidates must write their matriculation numbers clearly in the space(s) provided. Where additional sheets of paper are used, each page should carry your matriculation number.
- (c) All Questions carry equal marks
- (d) All answers must be clearly and correctly numbered
- (e) Write legibly on both sides of the page. Rough work (if any) must be crossed out neatly after use.

1. Discuss the relationship between marketing mix and media planning?
2. The role of media planners in contemporary advertising is changing? Why? And what are the problems of advertising media planning?
3. You have been invited by the Vice Chancellor of Elizade University to pitch for the 4th convocation ceremony. Write a proposal on your plan of action?
4. Event planning and management is highly misunderstood. Discuss the concept and its relevance to public relations?
5. A media buyer wanted to target 300,000 people out of FACTFILE magazines 500,000 weekly publication in Nigeria. She placed an ad at 11.590 per exposure. Find the cost per thousand?