



**CRAWFORD UNIVERSITY**  
DEPARTMENT OF MASS COMMUNICATION  
RAIN SEMESTER EXAMINATION, 2017/2018 SESSION

Programme - BSc. Mass Communication

Time - 2Hrs

Course Title - Marketing Foundation in PRAD

Course Code - MAC 220

Instruction: Answer Question 1 and Any Other Two Questions

- 1a. Explain the five F's of media relations. 5mks
- 1b. What are the steps towards writing an effective internet copy? 15mks
2. Outline and discuss the purpose and goals of advertising. 20mks
3. Enumerate on Public Relations programme. 20mks
4. Discuss the classification of radio as an advertising medium and outline its advantages. 20mks
5. Outline and discuss the important aspects of a press release. 20mks

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