



ELIZADE UNIVERSITY,

ILARA-MOKIN,

ONDO STATE

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

COURSE CODE: MAC 311

COURSE TITLE: STRATEGIC COMMUNICATION

DURATION: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

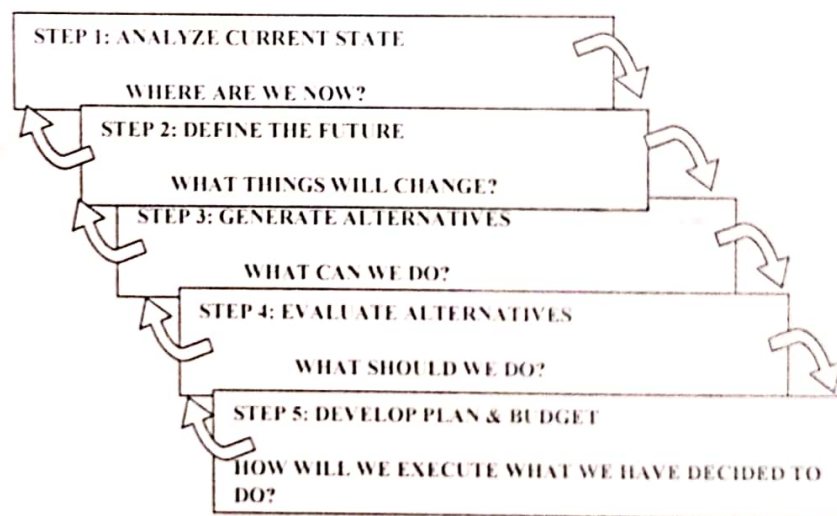
1. Answer **THREE (3)** questions only.
2. Candidates must write their matriculation numbers clearly in the space(s) provided. Where additional sheets of paper are used, each page should carry the matriculation number.
3. All Questions carry equal marks.
4. All answers must be clearly and correctly numbered.
5. Write legibly on both sides of the page. Rough work (if any) must be crossed out neatly after use.

1. Organisations require strategic plan for the achievement of its corporate aims and objectives. Explain any **four (4)** of the steps listed below:

- a) Analysing the situation requiring attention
- b) Establishing goals and objectives
- c) Analysing the structure of the organisation
- d) Analysing the audiences of the organisation
- e) Formulating action and response strategies to issues
- f) Implementing agreed strategic plan
- g) Evaluating programme outcomes.

2. "Issues management is a dynamic, pro-active and systematic approach to identifying, anticipating, monitoring and evaluating major internal and external concerns, issues that *may* adversely impact the organisation's operation and addressing them." Discuss the Gary Grates definition in the light of your understanding of the complex nature of organisations and the need to communicate strategically for success.
3. "Strategic communication is a process that can help to optimise the future by allowing management to consider, evaluate and decide on a course of action that is consistent with the marketplace and the workplace of today and tomorrow." Discuss.
4. Explain the 2-way strategic communication steps below amplifying the importance of each.

Steps for Defining, Processing and Executing Strategic Plans



5. Identify and discuss with copious examples the application of the following strategic communication concepts:
 - a) SWOT Analysis
 - b) SMART Objectives
 - c) PEST Analysis
 - d) KISS Messaging

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FACULTY OF SOCIAL AND MANAGEMENT SCIENCES
DEPARTMENT OF ECONOMICS
FIRST SEMESTER EXAMINATIONS (2020/2021)
ECN 307: INTRODUCTION TO ECONOMETRICS

Instructions * Attempt question ONE (1) and any two (2) others
Time Allowed: 2 Hours

QUESTION ONE

- (a) What is Econometrics?
- (b) Outline the:
 - (i) Prerequisite for the study of Econometrics
 - (ii) goals of Econometrics
 - (iii) steps in econometrics modelling
 - (iv) properties of econometrics models

(24 marks)

QUESTION TWO

Which of the following statements are True/False/Ambiguous?

- (i) The regression models, the endogenous and exogenous variables are together called regressors.
- (ii) Bivariate regression analysis is a logical extension of multi-variate regression analysis.
- (iii) In hypothesis testing, a type I error is made when the researcher rejects a true hypothesis.
- (iv) A property of the simple linear regression $y_i = a + bx_i + e_i$, $i = 1, 2, \dots, n$ is that the fitted regression line always goes through the point (\bar{x}, \bar{y}) .
- (v) The error term is customarily included in a regression model because of, inter alia, variable measurement and aggregation problems arising from defective sample design, data collection, data processing and data aggregation.
- (vi) OLS technique can be used to estimate all types of regression models.
- (vii) The coefficient of determination is a measure of the explanatory power of a regression model.
- (viii) The total sum of squared deviation (TSS) in the dependent variable of a linear regression model can be decomposed into regression sum of squares (RSS) and error sum of squares (ESS).
- (ix) The Gauss-Markov least squares theorem states that the least squares of the simple linear regression parameters are best linear unbiased estimates of their respective population parameters.
- (x) Broadly speaking, econometrics may be divided into three categories: theoretical econometrics, applied econometrics and conventional econometrics.
- (xi) In Simple Regression model, the sum of the squared residuals is a maximum.
- (xii) Multicollinearity is a problem in regression analysis that is associated with bivariate regression models.

(18 marks)

QUESTION THREE

Given the following hypothetical data on prices and quantities of oranges sold in an Ilara Mokin supermarket in 12 consecutive days

Qty Y_i (lbs)	55	70	90	100	90	100	80	100	60	60	55	50
Price (N) X_i	100	90	80	70	70	70	70	65	125	115	130	130

Determine:

- (a) the demand function for oranges
- (b) the coefficient of determination (r^2) and interpret your result.

(18 marks)

QUESTION FOUR

- (a) Is there any difference between multicollinearity and autocorrelation in regression analysis?
- (b) Explain any 4 causes and 4 consequences of multicollinearity in regression analysis.

(18 marks)