



ELIZADE UNIVERSITY,
ILARA-MOKIN,
ONDO STATE

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

COURSE CODE: MAC 319

COURSE TITLE: PRODUCING COOMERCIALS

DURATION: 2 Hours

INSTRUCTIONS TO CANDIDATES:

- (a) Answer question 1 (it is compulsory) and any other two questions. 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) Question one carries 30 marks, while others carry 15 marks each.
- (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)(a) A commercial can be referred to as placing information/messages about a product or service on broadcast media, while advertisement is the act of publishing information/messages about a product or service on print media. Discuss **(15 marks)**

(1)(b) Some terms are often used when designing a commercial or advertisement, mention and explain at least ten of these terms. **(15 marks)**

(2) List and adequately explain the five factors that need to be put into consideration in order for a commercial or advertisement meet the expectations of audience. **(15 marks)**

(3) Explain the roles of the regulatory bodies in charge of advertisements and commercials. **(15 marks)**

(4) Why are social media favourable media platforms for commercials and advertisements. **(15 marks)**

(5) State and explain the differences between commercials and infomercials. **(15 marks)**