



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION
(DMAC III, YII, SI)

BMC 2211: ADVERTISING

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A & B**.
- Section **A** is **Compulsory**.
- Answer any other **TWO** questions in Section **B**.

This paper consists of Three printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Define the following terminology:
 - i) Advertising (2 marks)
 - ii) Visualization (2 marks)
 - iii) Brand (2 marks)
- b) Outline **FIVE** importance of advertising. (6 marks)
- c) List atleast **SIX** types of advertising. (6 marks)
- d) Name **THREE** main objectives any media selected for advertising must accomplish. (3 marks)
- e) Outline atleast **SIX** disadvantages of Radio Advertising. (6 marks)
- f) Explain the function of a headline in advertising. (3 marks)

SECTION B (Answer any **TWO** questions)

QUESTION 2

- a) Define press advertising. (2 marks)
- b) Discuss various forms of press advertising. (10 marks)
- c) Write short notes on the following:
 - i) Purchase Point Advertising (PPA) (4 marks)
 - ii) Specialty advertising. (4 marks)

QUESTION 3

- a) Define a slogan. (2 marks)
- b) Explain the techniques of visualization in advertising. (10 marks)
- c) List atleast **THREE** characteristics of a good slogan. (3 marks)
- d) Briefly explain **TWO** different form of Headline in advertisement. (5 marks)

QUESTION 4

- a) Define an advertising agency. (2 marks)
- b) Briefly discuss the main characteristics of outdoor advertising. (10 marks)
- c) Explain the organization structure of an advertising agency. (8 marks)

QUESTION 5

- a) Explain the role of advertising in the society. **(10 marks)**
- b) Describe the main approaches in brand building. **(10 marks)**