



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DGD YIII, SI)

BGD 2305: ADVANCED ADVERTISING AND PACKAGING DESIGN II

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) Products can be categorized in various forms. List **FIVE** examples of these categories. **(5 marks)**
- b) For the above product categories, list **TWO** examples of each. **(5 marks)**
- c) Name the **FIVE** various ways in placement distribution systems that a firm may use for its products. **(5 marks)**
- d) List an example of each of the above placement distribution systems in question 3. **(5 marks)**
- e) Give **FIVE** examples of the essential components as seen on a products packaging. **(5 marks)**
- f) Identify **FIVE** ways in which advertising media is characterized into. **(5 marks)**

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

QUESTION 2

- a) Point of sales advertising allows the exhibition and display of products as a method of advertising. Explain the advantages and disadvantages of this method of advertising. Give examples of point of sales advertising in Mombasa. **(10 marks)**
- b) Describe **FIVE** ways of wrong advertising. Give an example of each. **(10 marks)**

QUESTION 3

Discuss the need to package products for different target markets. (20 marks)

QUESTION 4

Design a billboard advertisement for hospital services offered for each of the **THREE** target markets below.

- a) Local market
- b) National market
- c) International market

The sketches for each should be in A4 size. Each of the three billboard advertisements should be as detailed as possible. **(20 marks)**

QUESTION 5

Design a flexible package and a rigid package for each of the below products.

- a) “Brand tissue paper”
- b) “Brand cooking salt”
- c) “Brand bathing soap”

Sketches should be as detailed as possible. Include the materials to be used to make for the packages that you design. **(20 marks)**