TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DGD YI, SII)

BGD 2113: ADVERTISING AND PACKAGING DESIGN I

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) Advertising can be classified by the geographical area it covers. List the **FOUR** types of areas.

(4 marks)

b) Define advertising and what it involves. **(6 marks)**

c) List **FIVE** objectives of advertising. **(5 marks)**

d) Explain the earliest forms of advertising and what function did it serve? **(5 marks)**

e) I) Explain the following terms as used in advertising:
   i) Products/goods
   ii) Services
   iii) Ideas
   iv) Sales
   v) Market. **(5 marks)**

   II) Give **TWO** relevant examples of each of the above terms. **(5 marks)**

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

QUESTION 2

a) Discuss the **FOUR** areas that advertising is classified into. Give relevant examples of each classification. **(10 marks)**

b) Analyse the **FIVE** functions of packaging. Give relevant examples for each function. **(10 marks)**

QUESTION 3

Discuss how oral advertising is popularly used in Mombasa town. Give examples. **(20 marks)**

QUESTION 4

Analyse the characteristics of a flexible package. Identify a product that is packed in this kind of package and illustrate in sketch form how the package looks like. Indicate the packages characteristics on the sketches drawn. **(20 marks)**

QUESTION 5

Using simple detailed sketches, design the following advertisements for a family target audience selling "Family Bread". The bread is 700 grms and is sold at a retail price of Kshs. 75.00 in the supermarkets in Mombasa. Sketches should include the information above.

a) Advertisement for a bill board.

b) Advertisement for Radio

c) Advertisement for a family magazine.

(20 marks)