



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION
(BJMC III & IV)

BMC 4206: ADVERTISING

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 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 Two printed pages*

SECTION A (Compulsory)

QUESTION 1

- a) Define advertising. **(2 marks)**
- b) Explain any **THREE** advantages of advertising. **(6 marks)**
- c) Explain the roles or functions of the following:
 - i) Art director **(2 marks)**
 - ii) Creative director **(2 marks)**
 - iii) Copy writer. **(2 marks)**
- d) Explain **THREE** ethical issues faced by advertisers. **(6 marks)**
- e) Outline any **FOUR** differences between advertising and public relations. **(8 marks)**

- f) Define the term “integrated marketing communication”. **(2 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

- a) Explain any **TWO** advantages of using internet for advertisement. **(4 marks)**
- b) Giving relevant examples, explain any **EIGHT** types of advertising. **(16 marks)**

QUESTION 3

- a) Discuss **FIVE** functions of advertising agencies. **(10 marks)**
- b) You have been appointed as the advertisement manager of Safaricom Limited. Discuss **FIVE** ethical considerations you would observe when promoting the company’s products. **(10 marks)**

QUESTION 4

- a) You have been contracted by Vaseline Limited to design new lotion for people of age-group 18 – 30. Design this advertisement for use in newspaper and for TV. **(10 marks)**
- b) Enumerate the advantages of using each media (newspaper and TV) to carry the advertisement. **(10 marks)**

QUESTION 5

- a) Identify **FIVE** types of advertising techniques. **(5 marks)**
- b) Identify **FIVE** types of audiences. **(5 marks)**
- c) Giving relevant examples, discuss the advertising technique you would use to advertise a product for each of your audience type mentioned in (b) above. **(10 marks)**