



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN
(DGD IV)

BGD 2215: ADVANCED PACKAGING AND ADVERTISING DESIGN

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 the following advertising and packaging terms:
- i) Saling through text in packaging
 - ii) Branding
 - iii) Corporate advertising
 - iv) Package design
 - v) Promotions
- (10 marks)**
- b) i) Describe **THREE** forms of above the line advertising. **(6 marks)**
- ii) Product packaging must consider six aspects of the product life. Differentiate, proportion from portability, function of packaging. **(6 marks)**
- iii) Photography for advertising is a very specialized function. Briefly describe it. **(6 marks)**
- iv) Outline the DAGMAR principle in advertising. **(2 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

Outdoor advertising is very effective form of advertising. Discuss. **(20 marks)**

QUESTION 3

Display text and visuals are the most effective parts of the advert. Discuss. **(20 marks)**

QUESTION 4

Describe the advertising process showing how display text and meaning behind the advertising is integrated. **(20 marks)**

QUESTION 5

A poster, the package and the product package must have some familiar information for effective marketing. **(20 marks)**