



TECHNICAL UNIVERSITY OF MOMBASA
School of Humanities & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

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

BMC 2211: ADVERTISING

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JUNE/JULY 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;
 - i) Logo (2 marks)
 - ii) Brand (2 marks)
 - iii) Slogan (2 marks)
 - iv) Mural advertising (2 marks)
 - v) Consumer psychology (2 marks)
- b) Name atleast **SIX** forms of advertising. (6 marks)
- c) List **FOUR** types of internet advertising. (4 marks)
- d) Outline **FIVE** main factors influencing consumer psychology in advertising. (5 marks)
- e) List atleast **FIVE** advantages of television advertising. (5 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Briefly explain the process of visualization in advertisement. (10 marks)
- b) Elaborate the main difference between advertising and building of a brand. (10 marks)

QUESTION 3

- a) Explain the main participants in advertising. (10 marks)
- b) Explain the role of advertising in the society. (10 marks)

QUESTION 4

- a) Explain the main factors one must consider while selecting advertising media. (10 marks)
- b) Discuss the advantages and disadvantages of outdoor advertising. (10 marks)

QUESTION 5

- a) Explain **FIVE** roles of headline in advertising. (10 marks)
- b) Elaborate the essentials of a good headline. (10 marks)