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)**

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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)**