



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

BMC 4206: ADVERTISING

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 2014

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) i) Outline **TWO** functions of advertising. **(4 marks)**
ii) Define the term intergrated marketing communication. **(2 marks)**
- b) i) Identify **TWO** consumer behaviours and explain how these behaviours can be influenced by advertising. **(4 marks)**
ii) Distinguish between advertising and marketing. **(4 marks)**
- c) Outline **THREE** classifications of target audience. **(6 marks)**
- d) Explain **TWO** ethical factors to be considered when developing an advertisement. **(4 marks)**

e) Explain **THREE** differences between advertising and marketing. **(6 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

Your company has launched a new product in the market. Describe the steps to be observed in developing a suitable advertisement campaign. **(20 marks)**

QUESTION 3

With the use of relevant examples, discuss any **FIVE** techniques of advertising. **(20 marks)**

QUESTION 4

Giving relevant examples, compare the use of TV over Newspapers in advertising. **(20 marks)**

QUESTION 5

Discuss **FIVE** differences and **FIVE** similarities between advertising and marketing, and give relevant examples. **(20 marks)**