



**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*

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**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)**