



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies
DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION
(CMAC II, YI, SII)

BMC 1113: INTRODUCTION TO ADVERTISING

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 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) Highlight the first **FIVE** stages in the **evolution of advertising** in Latin America. (5 marks)
- b) Explain **THREE** main importances of advertising in modern day organizations. (6 marks)
- c) Describe **THREE** features of advertising. (6 marks)
- d) Briefly explain the following techniques advertising:
 - i) The “unfinished” technique (2 marks)
 - ii) The “we are different and unique” technique. (2 marks)
 - iii) The vague techniques (2 marks)
 - iv) The scientific technique (2 marks)
- e) Outline the critical questions that one should ask about the product or service that she/he is advertising. (5 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

Discuss how one can identify and analyze an advertising target. (20 marks)

QUESTION 3

- a) Describe the following tools of advertising:
 - i) Caption and photos (5 marks)
 - ii) Media (5 marks)
- b) How can you develop an effective **media plan**? (10 marks)

QUESTION 4

- a) Explain what is an “advertising campaign”. Discuss. (5 marks)
- b) Discuss how one can execute an effective advertising campaign in Mombasa County. (15 marks)

QUESTION 5

Discuss how you can make an effective **commercial advert** in the modern-day. (20 marks)