



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business and Social Studies

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF BUSINESS ADMINISTRATION

BMK 4306: PROMOTION AND ADVERTISING

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 2015

TIME: 2 HOURS

INSTRUCTIONS:

- Answer Question **ONE (Compulsory)** and any other **TWO** questions.
- Do not write on the question paper

This paper consists of Two printed pages

QUESTION 1 (Compulsory)

- a) Identify arguments that portray advertising as harmful to the society. **(10 marks)**
- b) Explain major limitations of sales promotion as a promotion strategy. **(10 marks)**
- c) Explain reasons for growth of direct marketing as a promotion tool. **(10 marks)**

QUESTION 2

- a) Describe the disadvantages of personal selling. **(10 marks)**
- b) Discuss the main factors considered in choosing an advertising media. **(10 marks)**

QUESTION 3

- a) Explain the main advantages of newspaper advertising media. **(10 marks)**
- b) An advertising message defines goals of the advertiser. Describe the main message objectives. **(10 marks)**

QUESTION 4

- a) Explain the main benefits of internet advertising. **(10 marks)**
- b) Discuss the main disadvantages of radio advertising. **(10 marks)**

QUESTION 5

- a) Highlight major ethical issues facing advertisers in the world today. **(10 marks)**
- b) Discuss the main sales promotion techniques. **(10 marks)**