



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN  
(DGD)

**BGD 2305: ADVANCED ADVERTISING & PACKAGING DESIGN II**

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:
- i) Tone (3 marks)
  - ii) Typography (3 marks)
  - iii) Advertisement (3 marks)
  - iv) Consumer (3 marks)
  - v) Branding (3 marks)
- b) Explain the meaning of the following colours in advertising psychology.
- i) Lavender (3 marks)
  - ii) Navy blue (3 marks)
  - iii) Purple (3 marks)
  - iv) Red (3 marks)
  - v) Green (3 marks)

## SECTION B (Answer any TWO questions)

### QUESTION 2

Discuss the ethics in advertising in relation to the purpose of advertising and the nature of adverts.

(10 marks)

### QUESTION 3

State the self-responsibilities that companies should consider to regulate their advertisements.

(20 marks)

### QUESTION 4

Discuss in details how measuring of adverts effectiveness by an advertising agency is carried out.

(20 marks)

### QUESTION 5

Explain extensively the **FOUR** factors that influence the economic role of advertising.

(20 marks)