



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

DIPLOMA IN MASS COMMUNICATION  
(DMAC III/IV)

**BMC 2211: ADVERTISING**

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) Outline any **FOUR** functions of advertising. **(4 marks)**
- b) Explain the role of the source in an advertising situation. **(4 marks)**
- c) Briefly discuss the elements to consider while creating Ads. **(6 marks)**
- d) Distinguish between classified Ads and display Ads, giving relevant examples. **(6 marks)**
- e) Explain the steps that you would take in the creation of a radio advert. **(6 marks)**
- f) Explain any **FOUR** opportunities provided by the internet to advertisers. **(4 marks)**

## **SECTION B (Answer any TWO questions)**

### **QUESTION 2**

Giving examples from an advertisement you are aware of

- a) Discuss the limitations that face advertising. **(15 marks)**
- b) Explain how to overcome the said limitations above. **(5 marks)**

### **QUESTION 3**

Critically examine the need for advertising in the contemporary world. **(20 marks)**

### **QUESTION 4**

Explain the communication situation in an ad focusing on the role played by

- a) The channel
- b) Message. **(20 marks)**

### **QUESTION 5**

Discuss some of the ethical issues that face advertisers in the world today. **(20 marks)**