



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

CERTIFICATE IN MASS COMMUNICATION
(CMAC I)

BMC 1113: INTRODUCTION TO 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) Briefly explain the following terms;
- i) Personal selling
 - ii) Marketing
 - iii) Sales promotion
 - iv) Publicity
- (10 marks)**
- b) Explain reasons why most managers would opt for an advertising department rather than outsourcing consultancy. **(5 marks)**
- c) Mention any **FIVE** disadvantages of advertising in a competitive society. **(10 marks)**
- d) Mention any **FIVE** factors to consider before placing an advert in the broadcast media. **(5 marks)**
- e) Give **FIVE** advantages of using direct response as a mode of advertising.

SECTION B (Answer any TWO questions)

QUESTION 2

Discuss why the choice of radio as a medium for advertisement is appropriate to the manufacturer.

(20 marks)

QUESTION 3

Discuss the tripartite nature of advertising.

(20 marks)

QUESTION 4

Explain **TEN** qualities of a good salesman.

(20 marks)

QUESTION 5

Discuss any **FIVE** types of advertising mostly used by learning institutions.

(20 marks)