



# **THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE**

**(A CONSTITUENT COLLEGE OF JKUAT)**

***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 3)

**ADVERTISING**

END OF SEMESTER EXAMINATIONS

**SERIES:** NOVEMBER/DECEMBER 2011

**TIME:** 2 HOURS

**INSTRUCTIONS:**

- This paper consists of **TWO** Sections **A & B**.
- Section **A** is **Compulsory**.
- Answer any other **THREE** questions in Section **B**.

***This paper consists of Two printed pages.***

## SECTION A (Compulsory)

### QUESTION 1

- a) Outline any **SEVEN** sales promotion techniques. **(14 marks)**
- b) Explain the following terms:
- i) Marketing form
  - ii) Sales promotion
  - iii) Broadcast media
  - iv) Target audience **(11 marks)**

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

### QUESTION 2

- a) Explain the difference between direct and indirect 'Action Advertising'. **(5 marks)**
- b) Outline any **TWO** factors that can affect the quality of an advert. **(10 marks)**

### QUESTION 3

- a) Outline **FIVE** major differences between 'advertising', and 'sales promotion'. **(10 marks)**
- b) Explain any **THREE** roles of advertising. **(5 marks)**

### QUESTION 4

"Advertising can be effective only under certain conditions". Identify and discuss these conditions. **(15 marks)**

### QUESTION 5

- a) Explain the **EIGHT** "Ms" of advertising planning. **(8 marks)**
- b) Explain "public relations" as a concept of advertising. **(7 marks)**