



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA AND GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DGD I)

ADVERTISING

END OF SEMESTER EXAMS

SERIES: APRIL/MAY 2010

TIME: 2½ HOURS

INSTRUCTIONS TO CANDIDATES

1. This paper consists of **SIX** questions.
2. Answer a total of **FIVE** questions, Questions **5** is compulsory.
3. Cheating leads to disqualification.
4. Switch off mobile phone.

- Q.1 (a) Highlight any **THREE** definitions of advertising. (6 marks)
- (b) Create **FIVE** slogans for a new shipping company using a maximum of ten words for each. (5 marks)
- (c) Explain the terms below:
- (i) Personal selling
 - (ii) Sales promotion
 - (iii) Publicity. (6 marks)
- (d) Mention any **THREE** functions of Advertising. (3 marks)
- Q.2 (a) (i) Describe the phrase ‘target audience’. (3 marks)
- (ii) Highlight the **TWO** classes of ‘target audience’. (2 marks)
- (i) List any **THREE** forms of business magazines. (3 marks)
- (b) Describe the terms below:
- (i) Industrial advertising
 - (ii) Trade advertising
 - (iii) Professional advertising
 - (iv) Agricultural advertising (12 marks)
- Q.3 (a) (i) Explain the importance of ‘quality’ in costing an advert. (3 marks)
- (ii) List **FOUR** factors considered in pricing an advertisement. (4 marks)
- (b) (i) Differentiate between Direct action advertising and Indirect action advertising. (4 marks)
- (ii) Outline any **FOUR** aspects that can affect the quality of an advertisement. (4 marks)
- (iii) Name any **FIVE** important issues a designer is required to discuss with his client before he starts designing. (5 marks)
- Q.4 (a) (i) Explain an ‘Advertising Agency’. (3 marks)
- (ii) Describe the **THREE** main functions of an Advertising Agency. (12 marks)
- (b) Outline any **FIVE** types of advertising agencies. (5 marks)
- Q.5 Explain the kinds of advertising listed below:
- (i) Commercial advertising media
 - (ii) Covert advertising

- (iii) Infomercials
 - (iv) Celebrities. (20 marks)
- Q.6 (a) (i) List any **SIX** functions of a label. (6 marks)
- (ii) Outline by giving examples the **THREE** types of labels. (6 marks)
- (b) State any **FIVE** characteristics of colour that helps in the design of a good package. (8 marks)