



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES Select Faculty/School/Institute

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM & MASS COMMUNICATION

BMC 4206 ADVERTISING

Type unit code Type unit name. END OF SEMESTER EXAMINATION

SERIES: JULY, 2017 Select series Pick year

TIME: TWO Choose hours HOURS

DATE: Pick Date Sep 2017

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of TWO SECTION, SECTION "A" COMPLUSORY:

ATTEMPT ALL THE QUESTIONS,

SECTION "B" ATTEMPT ANY TWO QUESTIONS Choose No questions. Attempt Choose instruction.

Do not write on the question paper.

SECTION A (ALL QUESTIONS ARE COMPULSORY)

Question ONE

Explain the following terminologies:

- i. Press & Public relations
- ii. Tele Marketing
- iii. Direct Mail
- iv. Display advertising
- v. Brochures & Leaflets
- vi. "door-to-Door" adverts

12Marks

Question TWO

- a. Highlight the growth of advertising
- b. Outline the difference between advertising and marketing
- c. Elaborate on the EIGHT differences between advertising and P.R

5Marks

5Marks

8Marks

SECTION B (ATTEMPT ANY TWO QUESTIONS)

Question THREE

Discuss the effectiveness of social-cultural and international advertising

20Marks

Question FOUR

Describe the FIVE types of advertising agencies

20Marks

Question FIVE

Discuss the importance of social criticism to advertising

20Marks