



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

DEGREE

BMK 4306: PROMOTION AND ADVERTISING

END OF SEMESTER EXAMINATION

SERIES:AUGUST2016

TIME:2HOURS

DATE:Pick Date Aug2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt **ALL** questions.

Do not write on the question paper.

Question ONE

- Explain the dangers of using advertising agency in advertising and marketing organization products services. **(10marks)**
- As a marketing manager of Technical University of Mombasa. Explain how you can use publicity to market the University. **(10 marks)**
- Explain the factors that have lead to growth of marketing promotion in the recent years.**(10marks)**

Question TWO

- Explain the factors that should be taken into account when setting the advertising budget. **(10marks)**

- a. Explain the benefits of personal selling. **(10marks)**

Question THREE

- a. ABC Co. ltd cannot be able to meet the demands of its products. Should it continue advertising?
Explain your reasons for yes or no. **(10 marks)**
- b. Explain the dangers of running a sales promotional for too long. **(10marks)**

Question FOUR

- a. Explain the justification of regulation of advertising by the government. **(10marks)**
- b. Discuss the key players in advertising. **(10marks)**

Question FIVE

- a. Advertising is the key that opens the doors of the consumers for the sales team. Discuss**(10marks)**
- b. Discuss the methods used for evaluating sales promotions. **(10marks)**