



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA STUDIES

DIPLOMA IN GRAPHIC DESIGN II

(DGD II)

ADVERTISING AND PACKAGING DESIGN

END OF SEMESTER EXAMS

SERIES: APRIL, 2010

TIME: 2½ HOURS

INSTRUCTIONS TO CANDIDATES

1. The paper consists of **SEVEN** questions.
2. Answer any **FIVE** questions only.
3. All questions carry equal marks.
5. Cheating leads to disqualification.
6. Switch off mobile phone.

- Q.1 (a) Outline the scope of the advertising industry. (10 marks)
Explain the historical background to modern advertising. (10 marks)
- Q.2 Explain the different techniques of combined words and picture advertisements. (20 marks)
- Q.3 Describe **TEN** (10) categories of advertisements. (20 marks)
- Q.4 (a) Define the following terminologies:
(i) Package
(ii) Flexo
(iii) Packaging
(iv) Rigid
(v) Semi-rigid. (10 marks)
- (b) Explain the need for packaging. (10 marks)
- Q.5 (a) Explain the common applications of rigid packages. (10 marks)
(b) Describe the aesthetics of rigid packages. (10 marks)
- Q.6 (a) Explain the importance of illustrations on packages. (10 marks)
(b) Outline the purposes of labeled packages. (10 marks)
- Q.7 (a) State the advantages and disadvantages of flexible packages. (10 marks)
(b) Explain **FIVE** (5) common applications of flexible and collapsible packages. (15 marks)