



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN MASS COMMUNICATION

HGD 2201: ADVANCED ADVERTISING AND PACKAGING

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2019

TIME: 2HOURS

DATE: Pick Date Aug 2019

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 question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

(a). Define the following terms in packaging;

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|---------------------------|----------|
| i) Security | (2marks) |
| ii) Utility package | (2marks) |
| iii) Pollution | (2marks) |
| iv) Below the advertising | (2marks) |
| v) Rigid package | (2marks) |

(b).

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| (i) Differentiate between flexible and rigid packaging | (5marks) |
| (ii) State five purposes for advertising a product. | (5marks) |

- (iii) Sales promotion demands packaging. Explain? (5marks)
- (iv) Briefly explain the main purposes of tamper proof packaging (5marks)
- (v) Outline branding purposes (5marks)

Question TWO

Grabbing the attention and creating the need of a product is the heart of advertising. Describe the principle using a selected acronym (20marks)

Question THREE

Describe five goals of advertising selecting major communication strategies used (20marks)

Question FOUR

Recycle, reduce pollution and reuse are the current modern strategies exploited in developing new packages. Discuss (20marks)

Question FIVE

A new product is to be introduced into the market. Advise the client with proper updates on the current objectives of advertising and packaging design (20marks)