



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN MASS COMMUNICATION

HMC 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;

- | | |
|---------------------------|----------|
| i) Transport packaging | (2marks) |
| ii) Generic product | (2marks) |
| iii) Presentation package | (2marks) |
| iv) Expired product | (2marks) |
| v) Bio-degradability | (2marks) |

(b).

- (i) Explain in what way advertising creates value (5marks)
- (ii) Outline the purpose of branding a product (5marks)
- (iii) Briefly describe the need of DAGMAR (5marks)
- (iv) Differentiate historical reasons for packaging and those currently experienced in the industry (5marks)

Question TWO

Describe five main reasons for advertising a brand and the anticipated action (20marks)

Question THREE

Draw and briefly caption five instructions likely to be inscribed on a package for export (20marks)

Question FOUR

Explain briefly the five functions of packaging including the need of tamper proof packaging (20marks)

Question FIVE

Draw and suggest family official packages with a color scheme aimed at selling a selected brand of newly invented herbal cosmetic product (20marks)