



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN MASS COMMUNICATION

DIPLOMA IN PUBLIC RELATIONS

HMC 2203: ADVERTISING

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2019

TIME: 2 HOURS

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

1. (a) Explain TWO objectives of advertisements (4marks)
- (b) Identify TWO types of advertisements and explain how each influences consumers' behaviour when buying products or services. (6marks)
- (c) Explain THREE goals of advertising. (6marks)
- (d) Enumerate FOUR ethical factors to be considered when developing an advertisement (4marks)
- (e) Explain the term "Over positioning" as one of the common mistakes in branding. (2marks)
- (f) Mention TWO characteristics of advertising. (2marks)

(g) Identify THREE factors that contribute to the growth of integrated marketing communication. (6marks)

SECTION B

Question Two

You have been hired as the new advertising agent for TUM. One of your roles is to publicize the courses offered in the institution. Discuss the steps in the advertisement. (20marks)

Question Three

Giving relevant example, discuss FIVE techniques used in advertising products and services. (20marks)

Question Four

Giving relevant examples, discuss FIVE advantages of Television and Five disadvantages Newspapers as advertisement media for products or services. (20marks)

Question Five

Giving relevant examples, discuss FIVE differences and FIVE similarities between advertising and marketing. (20 marks)

