



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

**UNIVERSITY EXAMINATION FOR THE:**

**BACHELOR OF BUSINESS ADMINISTRATION /**

**BACHELOR OF COMMERCE (Y3S2)**

**BMK 4407: ADVERTISING MANAGEMENT**

**END OF SEMESTER EXAM**

**SERIES: AUGUST 2019**

**TIME:2HOURS**

## Instructions to Candidates

You should have the following for this examination

*-Answer Booklet, examination pass and student ID*

This paper consists of **FIVE** questions. Answer question ONE (compulsory) and Attempt **Two** Questions.

**Do not write on the question paper.**

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## **SECTION A (COMPULSORY) 30 MARKS. ANSWER ALL QUESTIONS**

### **QUESTION ONE**

- a) Briefly discuss the historical development of advertising. **(10 marks)**
- b) Explain the negative effects of advertising to the society. **(10 marks)**
- c) Discuss the factors that need to be taken into account when choosing a media channel. **(10 marks)**

## **SECTION B: ATTEMPT TWO QUESTIONS**

### **QUESTION TWO**

- a) Discuss the dangers faced in using digital media. **(10 marks)**
- b) Explain the benefits of evaluating an advertising program. **(10 marks)**

### **QUESTION THREE**

- a) As an advertising manager of KNC Co Ltd Specializing on products for children. Discuss the most effective media that you will prefer for advertising and why? **(10 marks)**
- b) Explain the most important factors that should be taken into account when designing an advertising program. **(10 marks)**

### **QUESTION FOUR**

- a) Advertising is normally considered as waste of money by other functional managers. As advertising manager give reasons you will use to change this perception. **(10 marks)**
- b) Explain how advertising can improve the relationship between the producer and Retailers. **(10 marks)**

### **QUESTION FIVE**

Write short notes on the following:-

- (i) Advertising agency. **(4 marks)**
- (ii) Institutional advertising **(4 marks)**
- (iii) Larger audience **(4 marks)**
- (iv) Non-profit advertising **(4 marks)**
- (v) Message structure **(4 marks)**