



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

## **BMC 4206: ADVERTISING**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2014

**TIME:** 2 HOURS

### **INSTRUCTIONS:**

- This paper consists of **TWO** Sections **A & B**.
  - Section **A** is **Compulsory**.
  - Answer any other **Two** questions in Section **B**.
- This paper consists of Two printed pages***
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### SECTION A (Compulsory)

#### QUESTION 1

- a) Outline the historical growth of Advertising. (5 marks)
- b) Explain the following statement....  
“..... like links in a chain, and the chain will break if one of the links is weak..... and depend on the others for success”. (5 marks)

#### QUESTION 2

- a) Outline the differences between marketing and Advertising. **(5 marks)**
- b) Explain the following terminologies in relation to advertising:
- i) CULTURE
  - ii) EMPLOYMENT
  - iii) ECONOMY
  - iv) EDUCATION
  - v) AWARENESS. **(10 marks)**
- c) Outline the importance of advertising as a communication process. **(5 marks)**

**SECTION B (Answer any Two Questions)**

**QUESTION 3**

“The work of a tailor is to collect the raw material, find matching threads; cut the cloth into a desired shape; finally stitch the cloth and deliver it to the customer”. Elaborate with a backdrop of advertising. **(20 marks)**

**QUESTION 4**

Discuss the **FIVE** types of Advertising Agencies as viewed by the contemporary consumers. **(20 marks)**

**QUESTION 6**

Discuss the Social criticism of Advertising in children. **(20 marks)**