



# 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**

**SPECIAL/SUPPLEMENTARY EXAMINATIONS**

**SERIES: JULY 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***
- 

**SECTION A (Compulsory)**

**QUESTION 1**

- a) Describe the modern word's dependence on advertising. **(5 marks)**
- b) Explain any **THREE** institutes of practitioners line of thought on advertising. **(6 marks)**
- c) Outline the difference between Advertising and Marketing. **(4 marks)**

**QUESTION 2**

- a) State any **TEN** advertising techniques used to increase sales and gain reputation by advertisers. **(10 marks)**
- b) Outline the processes of advertising. **(5 marks)**

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

**QUESTION 3**

Discuss the effective use of classic destinations in advertising.

**(20 marks)**

**QUESTION 4**

Elaborate **TEN** differences between advertising and Public Relations.

**(20 marks)**

**QUESTION 5**

Discuss the positive and negative impact of advertising on children.

**(20 marks)**