



# **TECHNICAL UNIVERSITY OF MOMBASA**

*Faculty of Business & Social Studies*

**DEPARTMENT OF MEDIA & GRAPHIC DESIGN**

**DIPLOMA IN MASS COMMUNICATION**

**(DMP/R III)**

**BMC 2211: 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) Outline **FOUR** major differences between advertising and sales promotion. **(4 marks)**
- b) Explain any **FIVE** roles of advertising. **(10 marks)**
- c) Identify and explain the different types of
  - i) Consumer advertising. **(8 marks)**
  - ii) Business to business advertising. **(8 marks)**

**SECTION B (Answer any TWO questions)**

**QUESTION 2**

- a) Explain the relationship between advertising and marketing. **(10 marks)**
- b) “Advertising can be effective only under certain condition” Discuss the importance of any **FIVE** conditions. **(10 marks)**

**QUESTION 3**

- a) Explain the **FOUR** Ms of Advertising planning. **(8 marks)**
- b) Explain any **SIX** qualities of a good salesman. **(12 marks)**

**QUESTION 4**

- a) Discuss the **FIVE** factors to put in mind when budgeting for an advertising campaign. **(10 marks)**
- b) Using relevant examples, explain how corporate advertising differs from the following:
  - i) Surrogate advertising **(5 marks)**
  - ii) Celebrity advertising. **(5 marks)**