



# **TECHNICAL UNIVERSITY OF MOMBASA**

***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION  
(MASS II)

**BMC 1116: INTRODUCTION TO 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) Explain the following terms as used in Advertising. (2 marks)
- i) Sales promotion (2 marks)
  - ii) Personal selling (2 marks)
  - iii) Propaganda (2 marks)
  - iv) Publicity (2 marks)
  - v) Marketing (2 marks)
- b) State **FIVE** functions of Advertising to the modern society. (5 marks)
- c) Identify **FIVE** types of Advertising. (5 marks)
- d) Mention any **FIVE** criticism of Advertising. (5 marks)
- e) Explain **FIVE** functions of Advertising department. (5 marks)

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

**QUESTION 2**

- a) Explain **FIVE** factors that should be considered before setting an advertising budget. (10 marks)
- b) Briefly explain the **FIVE** Ms of Advertising. (10 marks)

**QUESTION 3**

- a) Explain **FIVE** challenges/criticism of using television as a media for Advertising. (10 marks)
- b) Identify and explain any **FOUR** types of Advertising. (10 marks)

**QUESTION 4**

- a) Explain any **FIVE** features of corporate Advertising. (10 marks)
- b) Explain what factors to consider before placing an advert in the print media. (10 marks)