



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG IV)

BGD 2215: ADVANCED ADVERTISING & PACKAGING DESIGN II

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.

SECTION A (Compulsory)

QUESTION 1

- a) Define the following terms:
- i) Trade (2 marks)
 - ii) Industry (2 marks)
 - iii) Factory (2 marks)
 - iv) Marketing (2 marks)
 - v) Sales (2 marks)
- b) Describe the main features of a pictorial advertising product. (10 marks)
- c) List **FIVE** products in corporate advertising. (10 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

Discuss the main categories of advertising objectives. (20 marks)

QUESTION 3

Explain the differences between audio visual advertising and open air advertising. (20 marks)

QUESTION 4

Describe the factors affecting quality of an advertisement design. (20 marks)

QUESTION 5

Explain the issues in a client-designer conference. (20 marks)