



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

UNIVERSITY EXAMINATION FOR:

BACHELORS DEGREE OF BUSINESS ADMINISTRATION

BMK 4407: ADVERTISING MANAGEMENT

END-OF-SEMESTER EXAMINATIONS

SERIES: DECEMBER 2024

TIME: 2 HOURS

Instructions to Candidates

You should have the following for this examination

-Answer booklet, examination pass, and student ID

This paper consists of **FIVE** questions. Attempt Question ONE (compulsory) and any other TWO questions

Do not write on the question paper.

Question ONE

- a) Discuss the factors that should be taken into account when selecting an advertising medium. (10 marks)
- b) Highlight the reasons for preparing an advertising budget by marketers. (10 marks)
- c) Examine the factors influencing the scheduling of advertising. (10 marks)

Question TWO

- a) Explain the benefits of outdoor advertising. (10 marks)
- b) Discuss the dangers of using marketing agencies to advertise a company's products. (10 marks)

Question THREE

- a) Illustrate the reasons why marketers use actors to dramatize advertising messages. (10 marks)
- b) Describe five critical issues that affect the credibility of advertising. (10 marks)

Question FOUR

- a) Discuss the roles of key players in advertising. (10 marks)
- b) Marketing departments have always been criticized as money-guzzling departments in organizations. As a marketing manager of ABC Co. Ltd, give an elaborate account to correct this perception. (10 marks)

Question FIVE

- a) Analyze the factors that marketers should take into account when developing an advertising message. (10 marks)
- b) Explain the benefits of using social media in advertising company products. (10 marks)