



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

UNIVERSITY EXAMINATION FOR:

BACHELORS DEGREE OF BUSINESS ADMINISTRATION

BMK 4407: ADVERTISING MANAGEMENT

SPECIAL/SUPPLEMENTARY EXAMINATION

SERIES: JULY 2025

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) Elaborate five criticisms of advertising. (10 marks)
- b) Illustrate the contributions of Corporate Social Responsibilities (CSR) to the sales of the organization's products. (10 marks)
- c) Advertising methods are now changing from mass media to individual advertising. Explain the benefits that have come with the changes. (10 marks)

Question TWO

- a) Examine how influencers have changed the landscape of advertising. (10 marks)
- b) Elaborate the reasons why organizations may prefer to use advertising agencies to reach their customers. (10 marks)

Question THREE

- a) Explain the factors that marketers should take into account when evaluating the impact of an advertising campaign. (10 marks)
- b) Analyze the positive roles of marketing in society. (10 marks)

Question FOUR

- a) Examine the reasons why marketers conduct market research. (10 marks)
- b) Describe the benefits of developing a customer complaints handling policy. (10 marks)

Question FIVE

- a) Explain the effects of media clutter (increase in number of media outlets) on advertising. (10 marks)
- b) Explain five objectives of advertising. (10 marks)