



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

department of communication studies

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM & MASS COMMUNICATION

HMC 4206 ADVERTISING

END OF SEMESTER EXAMINATION

SERIES: APRIL 2025

TIME: 2 HOURS

DATE: Pick Date APRIL, 2025

Instructions to Candidates You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of FIVE QUESTIONS.

QUESTION ONE IS COMPLUSORY:

YOU CAN THEN ATTEMPT ANY OTHER TWO QUESTIONS

Do not write on the question paper.

Question ONE

- a) Explain the Manipulation and Exploitation used in advertising (5Marks)
- b) Outline Advertising is a waste of money (5Marks)
- c) Describe the quest of Validity in customer care (5Marks)

Question TWO

- a) State 10 ways advertising for Old People and Minority Groups (like children) is effective (10Marks)
- b) Advertising sometimes twists words or changes spelling and grammar to make a point Illustrate (10Marks)

Question THREE

There's no real intent to damage the language. When advertisers want to reach teenagers they try to adopt teenage speech patterns, advertisers often use unorthodox spelling so a word can be used as a legal part of a brand name as a trademark. Discuss (20Marks)

Question FOUR

Advertising can be seen as building consumption not by making people purchase what they don't need but by making the market more efficient for both consumer and producers by offering information about the product, its availability. Discuss

(20Marks)

Question FIVE

Discuss any FIVE types of advertising agencies from the contemporary consumers' viewpoint

(20Marks)