



# TECHNICAL UNIVERSITY OF MOMBASA

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School of Humanities and Social Sciences

Department of Communication Studies

**UNIVERSITY EXAMINATION FOR:**  
**CERTIFICATE IN MASS COMMUNICATION**  
**HMC 1111: ADVERTISING**  
**END OF SEMESTER EXAMINATION**

**SERIES: APRIL 2025**

**TIME: 2 HOURS**

**DATE:** Pick Date Apr 2025

**Instructions to Candidates**

You should have the following for this examination

-Answer Booklet, Examination Pass and Student ID

This paper is comprised of FIVE questions which are divided into two sections, A and B. **All questions are compulsory.** Section A is a theory exam while Section B is a Project exam to be submitted on the date of this exam.

**Do not write on the question paper.**

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*SECTION A: Answer ALL the questions.*

**Question 1**

- (a) Define Advertising (2 marks)
- (b) Outline FIVE reasons why organizations such as TUM advertise themselves. (5 marks)
- (c) Mention THREE demerits of advertising. (3 marks)

**Question 2**

- (a) The County Government of Mombasa intends to launch an “Ajira project” to empower youth through different types of training and mentorships. Suppose you have been approached as a media guru to help the county government advertise. Suggest two main media/ platforms you would select and clearly explain why you would select it. (5 marks)
- (b) Craft a message of 50 words that can comprise an advert for the youth empowerment program by the County Government. (Use assumed information on aspects like venue and dates where necessary). Assume you are one of the contact persons. (5 marks)

### Question 3

Explain the key steps involved in the Media Planning process. (10 marks)

*SECTION B: This is a Practical question where you are supposed to submit your project (on this day of exam) based on the following requirements:*

#### **Question 1 -- Individual Project (30 marks).**

You are required to

- a) Imagine a new product or idea e.g. a concept that is in the line of your profession, or something that is meant to solve a problem within your local community. (1 marks)
- b) Describe the problem in about 30 to 50 words. What kind of a problem is it? Who are affected by it? What evidence do you have that it is a problem? Why is it continuing? (3 marks)
- c) Describe briefly how you intend to solve the problem. (3 marks)
- d) Assuming you have developed a solution either by creating a product or service:
- I. Create a newspaper advert for it. (5 marks)
  - II. Create a 20-second radio advert for it. (8 marks)
  - III. Create a 20 second TV advert for it. (10 marks)

**Question 2 -- Group Project (10 marks)**

You are required to identify an existing or a new product and develop and a TV advert for it.

In doing so, follow the steps as in (a), (b), (c), and (d) (iii) above.

Ensure the lecturer approved the steps before you produced the final project.

*(Note: Your work must be saved in a rewritable CD and student registration number be clearly written in the saved work as well as on the cover side of the CD).*