



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN GRAPHIC DESIGN

HMC 2115: ADVERTISING AND PACKAGING PP2

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 consists of **FOUR** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

Define the following terms

I. Marketing

II. Advertising

III. Place

IV. Al carte agency

V. Transits advertising

QUESTION ONE (B)

Differentiate between advertising and packaging.

5marks

II. Distinguish between preventing and protecting product from damage. 5marks

III. Outline the process of advertising from brief to publication. 5marks

IV. Argue out a case for social media use in Advertising 5marks

QUESTION TWO

Describe five roles of advertising professionals found in a modern advertising agency. 20marks

QUESTION THREE

Graphic designer, Art director and copy artist are heavily involved in a creative advert production. Explain in what way they are and the interrelatedness of each other in the advert.

20marks

QUESTION FOUR

Discuss eight P's package functions with place decisions in marketing. 20marks

QUESTION FIVE

Outline eight forms of advertising goals and functions showing the need of product and service users.(20 marks

