



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN GRAPHIC DESIGN

HGD 2201: ADVANCED ADVERTISING AND PACKAGING

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2024

TIME: 2HOURS

DATE: PICK DATE DECEMBER 2024

Instruction 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** question.

Do not write on the question paper

QUESTION ONE

(A) Define the following terms. (10 marks)

(i) Above the line advertising.

(ii) Transits outdoor adverts.

(iii) Tertiary symbol of packaging.

(iv) Recycle.

(v) Reduce.

QUESTION ONE (B)

- (i) Distinguish between goodwill advertising and selling motivated advertising.
(10 marks)

- (ii) Explain how you build goodwill among consumers. (10 marks)

QUESTION TWO

Advertising is a process to reach out to create **EIGHT** different effects. Describe them progressively. (20 marks)

QUESTION THREE

Sketch and describe TEN different messages on a tertiary package with one or two users. (20 marks)

QUESTION FOUR

Discuss the FOUR reducing the polluting effects of packaging and biodegradable effects. (20 marks)

QUESTION FIVE

Discuss the audience targeting variety of advertising formats and creativity of advertising. (20 marks)