



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION

(MASS II)

BMC 1116: INTRODUCTION TO ADVERTISING

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2014

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A** & **B**.
- Section **A** is **Compulsory**.
- Answer any other **TWO** questions in Section **B**.

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Identify **FIVE** roles of Advertising in a cosmopolitan society. **(5 marks)**
- b) Distinguish advertising for the following terms:
- i) Sales promotion **(2 marks)**
 - ii) Marketing **(2 marks)**
 - iii) Personal selling **(2 marks)**
 - iv) Publicity **(2 marks)**
 - v) Public Service Announcement **(2 marks)**
- c) Identify **FIVE** reasons why advertisers would prefer to use Television as a medium of communication. **(5 marks)**
- d) State any **FIVE** factors one has to consider when placing an advert for Broadcast. **(5 marks)**
- e) Briefly explain any **FIVE** characteristics of advertising. **(5 marks)**

SECTION B (Answer any **TWO** questions)

QUESTION 2

- a) Briefly discuss the **TRIPARTITE** nature of advertising. **(15 marks)**
- b) Providing a suitable example, explain celebrity advertising. **(5 marks)**

QUESTION 3

- a) Explain **TEN** qualities of a good salesman. **(10 marks)**
- b) Briefly discuss key steps you would take while designing an advert. **(10 marks)**

QUESTION 4

- Briefly discuss **FIVE** factors to consider when setting a budget for advertising. **(20 marks)**