



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4216: ADVERTISING

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: MARCH 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) State any **FIVE** steps of developing an Ad. Campaign. **(5 marks)**

- b) Decipher the following Acronyms:
 - i) AIDA
 - ii) DTI
 - iii) BERR
 - iv) P.R
 - v) KBS **(5 marks)**

- c) Explain the effectiveness of “Hidden Needs” of customers. **(5 marks)**

- d) Distinguish between Commercial and Non-commercial Adverts. **(5 marks)**

e) Outline the phases of Graphic Printing Production. **(5 marks)**

f) Describe the job of a copy-writer. **(5 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

Describe the **FIVE** types of Advertising Agencies and their importance. **(20 marks)**

QUESTION 3

Highlight the hierarchy of marketing and business planning stages used in Advertising Campaigns. **(20 marks)**

QUESTION 4

Describe the types of Advertising medias and their marketing methods. **(20 marks)**