



# **TECHNICAL UNIVERSITY OF MOMBASA**

***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 3)

**BMC 2202: ADVERTISING**

SUPPLEMENTARY/SPECIAL EXAMINATIONS

**SERIES:** FEBRUARY 2013

**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) Outline the duties of advertising. **(4 marks)**
- b) Define Advertising. **(2 marks)**
- c) State the **FOUR** main techniques/strategies in the promotion mix. **(4 marks)**

### QUESTION 2

- a) Explain any **FOUR** features of Advertising. **(4 marks)**
- b) Name any **TWO** types of Advertising. **(2 marks)**
- c) Outline **FOUR** sales promotional techniques. **(4 marks)**

### QUESTION 3

- a) Outline the functions of a sales person. **(4 marks)**
- b) Define a personal seller. **(2 marks)**
- c) Explain the use of exhibitors in Advertising. **(4 marks)**

### SECTION B (Answer any TWO questions)

#### QUESTION 4

- a) Discuss the relationship of Public Relations to Advertising. **(15 marks)**
- b) Outline the functions of an Advertising agency. **(5 marks)**

#### QUESTION 5

- a) Explain the saying “If a person builds a better trap mousetrap the whole world would beat a path to his door..” **(15 marks)**
- b) Explain the promotional mix. **(5 marks)**

#### QUESTION 6

- a) Discuss the Four “P’s of Marketing. **(15 marks)**
- b) State the objectives of marketing. **(5 marks)**