



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*  
DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN  
(DG IV)

**BGD 2213: ADVANCED ADVERTISING & PACKAGING DESIGN**

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) Explain briefly functions of package to a product. **(10 marks)**
- b) Describe briefly different forms product advertising. **(20 marks)**

## **SECTION B (Attempt any TWO questions)**

### **QUESTION 2**

State and explain the process and the necessity of prestige advertising. **(20 marks)**

### **QUESTION 3**

“There only four main objectives of advertising”. Discuss these objectives of advertising showing how they are applicable in product and image advertising. **(20 marks)**

### **QUESTION 4**

Discuss the structure and functions of the advertising agency. **(20 marks)**

### **QUESTION 5**

- a) “A media space is to be bought used an advertising appropriation budget”. Discuss the **FOUR** advertising appropriation budget. **(10 marks)**
- b) In both advertising and packaging tangible and intangible product attributes must be developed by the advertiser and the marketer. State and briefly discuss each of them, showing how each is infused to brand and packaging decisions. **(10 marks)**

### **QUESTION 6**

Differentiate the advertising and the packaging functions of the same brand in a market. **(20 marks)**