



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG II)

BGD 2113: ADVERTISING AND PACKAGING DESIGN I

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) Describe how you understand classical persuasion in advertising. (10 marks)
- b) Explain the following advertising terms:
- i) Etho's
 - ii) Patho's
 - iii) Logo's
 - iv) Audience analysis
 - v) Emotions
- (20 marks)

SECTION B (Attempt any TWO questions)

QUESTION 2

Describe what are the requirements in a target audience. (20 marks)

QUESTION 3

Explain **TEN** tacttcks in advertising and **TWO** in packaging. (20 marks)

QUESTION 4

Describe the following advertising tacttcks:

- a) Bandwagon
 - b) Celebrity
 - c) Resprocity
 - d) Gifts
 - e) Scarcity
- (20 marks)

QUESTION 5

Describe what (smart) stands for in advertising. (20 marks)

QUESTION 6

Describe company branding in advertising. (20 marks)

QUESTION 7

List **FIVE** packaging techniques. (20 marks)

QUESTION 8

Name **FIVE** packaging components. (20 marks)