



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG I)

BGD 2105: INTRODUCTION TO ADVERTISING & PACKAGING DESIGN

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: FEBRUARY 2013

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **THREE** Sections **A, B & C**.
- Section **A** is Compulsory.
- Answer **ONE** question in Section **B**, and **ONE** question in Section **C**.

This paper consists of Two printed pages.

SECTION 'A' (Compulsory)

QUESTION 1

- a) Discuss any **FIVE** persuasive appeals employed in effective advertising. **(20 marks)**
- b) Give a clear distinction between a rigid and a flexible/collapsible package. **(10 marks)**

SECTION 'B' ADVERTISING (Attempt only ONE question)

QUESTION 2

Explain the following advertising forms by giving **TWO** examples on each.

- a) Print
- b) Oral
- c) Electronic **(20 marks)**

QUESTION 3

Discuss at least **FIVE** principles applied in advertising. **(20 marks)**

SECTION 'C' PACKAGING (Attempt only ONE question)

QUESTION 4

Explain the importance of the following in packaging

- a) Colour
- b) Design
- c) Functionality
- d) Cost
- e) Choice of material used **(20 marks)**

QUESTION 5

State how you can undertake a packaging project following the design process stages. **(20 marks)**