



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION

(MASS II)

**BMC 1116: INTRODUCTION TO 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

Discuss the tripartite nature of advertising while clearly STATING the role of the following:

- a) Advertising manager
- b) Agency
- c) The media owner **(12 marks)**
  - i) Explain the ethical aspect of advertising. **(8 marks)**
  - ii) Explain the 5Ms of advertising. **(10 marks)**

## SECTION B (Answer any TWO questions)

### QUESTION 2

- a) Describe marketing mix. **(5 marks)**
- b) Outline **TEN** importance of advertising. **(10 marks)**
- c) Describe **THREE** characteristics of personal selling. **(5 marks)**

### QUESTION 3

- a) Explain factors to consider when deciding on the advertising media. **(10 marks)**
- b) State and explain the categories of objective advertising. **(10 marks)**

### QUESTION 4

“Celebrity advertising is the surest way to popularize product and service: Discuss the statement in relation to a modern society. **(20 marks)**

### QUESTION 5

- a) Briefly explain the following strategies in advertising: **(12 marks)**
  - i) Weak strategies
  - ii) Middle strategies
  - iii) Strong strategies
- b) State and explain factors to put in mind when setting an advertising budget. **(8 marks)**