



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

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 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 newly established company 'TIZA' intends to manufacture an assortment of packed traditional delicacies ranging from cassava crips, groundnuts, simsim and beans.

You have been approached by the CEO Mr. Jefwa to design for the company the four assortment of packages. Design the four packages, full colour on an A3 size paper. **(30 marks)**

SECTION B (Attempt any TWO questions)

QUESTION 2

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

QUESTION 3

Analyse the following advertising forms:

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

QUESTION 4

Discuss any **FIVE** persuasive appeals as used in effective advertising. **(20 marks)**