



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

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) PRACTICAL

QUESTION 1

- a) State atleast **FIVE** principles commonly applied in advertising. **(20 marks)**
- b) Distinguish between ‘Rigid’ and ‘Flexible’ package. **(10 marks)**

SECTION B (Attempt any TWO questions)

QUESTION 2

Describe the following advertising forms and give **TWO** relevant examples of each:

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

QUESTION 3

Explain the step-by-step procedure you would follow when undertaking an advertising design project. **(20 marks)**

QUESTION 4

Discuss any **FIVE** persuasive appeals employed in effective advertng. **(20 marks)**