



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4216: ADVERTISING

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 2013

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A & B**.
 - Answer all questions in Section **A**.
 - Answer any other **Two** questions in Section **B**.
- This paper consists of Two printed pages***

SECTION A (Compulsory)

QUESTION 1

- a) Explain the statement ‘..like links in a chain, and the chain will break, if one of the links is weak... and depend on the others for success.’ **(5 marks)**
- b) Describe the dependence of youth on Advertising in reference to Safaricom. **(5 marks)**
- c) Outline the differences between Advertising to marketing. **(5 marks)**
- d) State the importance of media planning and selection. **(10marks)**
- e) Explain the effectiveness of internet advertising. **(5marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

Discuss the effective uses of Advertising which has a classic distinction to the clientele. **(20marks)**

QUESTION 3

Elaborate on TEN difference between Advertising to P.R.

(20 marks)

QUESTION 4

Discuss the impact and effects of Advertising in children today.

(20 marks)