



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

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) Explain the following terms as referred to advertising:
- i) Marketing
 - ii) Sales promotion
 - iii) Personal selling
 - iv) Publicity
 - v) Public relations
- (10 marks)**
- b) Identify and explain **THREE** qualities of advertising. **(6 marks)**
- c) Explain **SEVEN** roles of advertising in a modern society. **(14 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

Giving examples write short notes on the following:

- a) Covert advertising
 - b) Surrogate advertising
 - c) Public service advertising
 - d) Celebrity advertising.
- (20 marks)**

QUESTION 3

- a) Identify and explain **FIVE** specific factors to put into consideration when settling an advertising budget. **(10 marks)**
- b) Explain **FIVE** demerits of advertising. **(10 marks)**

QUESTION 4

- a) You have been appointed to head the advertising department in a newly established firm. Give reasons that will persuade the top management, why you should use television to advertise the product and service of the company. **(10 marks)**
- b) Explain the **FIVE** Ms of Advertisings. **(10 marks)**