



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 3)

## **BMC 2202: ADVERTISING**

END OF SEMESTER EXAMINATIONS

**SERIES:** AUGUST 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) Define the terms:
  - i) Advertising (2marks)
  - ii) Marketing (2marks)
  - iii) Publicity (2marks)
  - iv) Promotion (2marks)
  - v) Brand (2marks)
- b) Outline FIVE objectives of Advertising. (10marks)
- c) State the function of an Advertising Agency. (10marks)

## **SECTION B**

### **QUESTION 2**

- a) Discuss the THREE structures of Advertising media. (15marks)
- b) Explain the ways in which sales persons are Renumerated. (5marks)

### **QUESTION 3**

- a) Discuss the relevance of public Relations to Advertising. (10marks)
- b) Describe the FOUR 'Ps' of marketing. (10marks)

### **QUESTION 4**

- a) Discuss the ethical aspects for and against Advertising. (10marks)
- b) Explain the effectiveness of Internet advertising. (10marks)