



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: 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***
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SECTION A (Compulsory)

QUESTION 1

- a) Name the FOUR main techniques/strategies in the promotional mix. (4marks)
- b) Define marketing (2marks)
- c) State FOUR objectives of marketing. (4marks)

QUESTION 2

- a) Describe any TEN best Advertising techniques used by the Advertisers to increase sales and gain reputation. (10marks)
- b) Outline the effectiveness of internet advertising. (10marks)

SECTION B

QUESTION 3

- a) Explain the process of Advertising. **(10marks)**
- b) Discuss the social criticism of Advertising **(10marks)**

QUESTION 4

Discuss the effective classical distinction use of Advertising **(20marks)**

QUESTION 5

Elaborate on the TEN differences between Advertising AND. **(20marks)**