



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG II)

BGD 2105 : ADVERTISING AND PACKAGING DESIGN

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 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 advertising. (2marks)
- b) Describe the following advertising terms.
 - i) Source characteristics (3marks)
 - ii) Message characteristic (3marks)
 - iii) Attitude and behaviour in advertising (15marks)
 - iv) Describe the differences between Attitude and behaviour and emotions in advertising. (12marks)

SECTION B (Attempt any TWO questions)

QUESTION 2

List three tools used in advertising. (3 marks)

QUESTION 3

Describe how to make audio visual effective in advertising (20marks)

QUESTION 4

Discuss the characteristics of target audience (20 marks)

QUESTION 5

- a) Outline any five important factors of color in packaging. (10marks)
- b) Describe the following terms in packaging i) Descriptive label, Brand packaging design, Logo. (10marks)