



# **TECHNICAL UNIVERSITY OF MOMBASA**

***Faculty of Business & Social Studies***

**DEPARTMENT OF MEDIA & GRAPHIC DESIGN**

**DIPLOMA IN GRAPHIC DESIGN**

**(DG II)**

**BGD 2113: 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 adverting. (5marks)
- b) Explain Ten advertising tactics. (20marks)
- c) Define the following advertising terms.
  - i) Authority
  - ii) Scarcity (5marks)

## **SECTION B (Attempt any TWO questions)**

### **QUESTION 2**

Describe what target audiences are in advertising. (20 marks)

### **QUESTION 3**

Describe how you understand classical persuasion in advertising. (20marks)

### **QUESTION 4**

State and explain any four functions of an illustration in packaging. (20 marks)

### **QUESTION 5**

- a) Describe six materials commonly used in packaging. (12marks)
- b) Diagrammatize a package of passion Juice name 'PASINA" size A4 (8marks)