



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG IV)

BGD 2215: ADVERTISING AND PACKAGING DESIGN

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 2013

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **THREE** Sections **A** , **B** & **C**.
- Answer all questions Section **A** .
- Answer any other **TWO** questions in Section **B**.
- Answer One question in section C

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

Define Advertising (5marks)

QUESTION 2

What is marketing mix? Outline the four basic elements of a marketing mix. (5 marks)

QUESTION 3

- a) Describe the following forms of advertising. (5marks)
- i) Oral advertising
 - ii) Press advertising
 - iii) Corporate advertising
 - iv) Audio visual advertising
- b) Explain an example of each form of the above advertising forms as in question 3(a).

QUESTION 4

- a) Define the following and give a relevant example of each. (4 marks)
- i) Goods/ products
 - ii) Service
 - iii) Idea
 - iv) Brand
- b) Identify two relevant examples of each of the above in 4(a) (4marks)

QUESTION 5

Define packaging. (2marks)

SECTION B Answer two questions.

QUESTION 1

Discuss the need to package products. (10marks)

QUESTION 2

Explain briefly the factors to consider outdoor billboard. (10marks)

QUESTION 3

Outline the different packaging types and give relevant examples. (10marks)

SECTION C Answer One questions.

QUESTION 1

Analyse the functions of Advertising and give examples of each. (20marks)

QUESTION 2

Design a milk package for primary school children. The milk is proposed to be free milk, from the government and will be distributed all over the country to all primary schools. Consider these facts when designing the package.

All details must be included in your sketches such as sizes material of use for package, colors and labels. Consider how the milk be packed for transportation and distribution purposes. (20marks)