



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG III)

**BGD 2206: 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 in Section **A** is **Compulsory**.
- Answer any other **TWO** questions in Section **B**.
- Answer One question in section **C**

***This paper consists of THREE printed pages.***

**SECTION A (Compulsory)**

### QUESTION 1

Describe Advertising in today's world. (5marks)

### QUESTION 2

Explain the difference between advertising and publicity. (5marks)

### QUESTION 3

Define the four aspects that are significant in Advertising. (4marks)

### QUESTION 4

Explain the following;

- a) Advertisement for target audience (2 marks)
- b) Business to Business Advertising (2marks)
- c) Geographic area coverage in Advertising (2marks)

### QUESTION 5

- a) Analyze the role of packaging in Advertising. (5marks)
- b) State FIVE important aspects found on a package. (5marks)

## SECTION B (Answer Any two questions.)

### QUESTION 1

Describe the brief history of Advertising. (10marks)

### QUESTION 2

Define the following and state relevant examples of each. (10marks)

- a) Product
- b) Placement
- c) Promotion
- d) Price
- e) Advertising Agency (10marks)

### QUESTION 3

Analyze the various Miscellaneous advertising media used in Mombasa town to communicate their Products and services. Give relevant examples. (10marks)

## SECTION C (Answer Any one questions.)

### QUESTION 1

Select a service and illustrate using detailed sketch how to advertise to a specific target consumer. Clearly state what the service is and for the specific market/consumer it is intended for. Develop your thumbnail sketches to the final advertisement. Indicate the two best media of advertising used for your advertisement. (20marks)

## **QUESTION 2**

‘Is soap, just a soap? As per advertisers it is much more than a mere soap.’

Using detailed sketches develop an advertisement for luxury soap for a specific target consumer of your choice. Describe in detail why the soap is much more than mere soap. Your detailed sketches and images should capture this. (20marks)

## **QUESTION 3**

Design a perfume package for a women’s only scent.

In detailed sketches, show two proposed packages for a 50ml and 100mL bottles. Use your creativity to Design a package that will entail all the necessary details required.

Select one of the sketches and make an actual size of the package and include all details on it. (20marks)