



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG II)

BGD 2305: ADVANCED ADVERTISING AND PACKAGING DESIGN

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 2013

TIME: 2 HOURS

INSTRUCTIONS:

- Answer All Questions in Section A
- Answer Two questions in Section **B**

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Briefly describe the following forms of advertising.
- i) Publicity (2marks)
 - ii) Public Relations (2marks)
 - iii) Advertising proper (2marks)
 - iv) Sales promotion (2marks)
 - v) Merchandising (2marks)
 - vi) After sales service (2marks)
- b) To achieve an advertising goal, advertising has to be arranged in a particular manner. Describe this format in terms of
- i) Head line and subheading (3marks)
 - ii) Sponsor (3marks)
 - iii) Visuals and caption (3marks)
 - iv) Display text (3marks)
 - v) Address of sponsor (3marks)
 - vi) Price of the production (3marks)
 - vii) Slogan (3marks)

SECTION B (Attempt any TWO questions)

QUESTION 2

Advertising budget determination is challenging to management. Discuss the five methods of such determination showing the merits of each. (20 marks)

QUESTION 3

Accounting for advertising expenditure use in relation to benefits gained is necessarily if level of spending is to be sustained. Discuss with concrete examples of the acronym i) 'DAGMAR' (20marks)

QUESTION 4

Packaging instructions of handling the product are printed on either tertiary or secondary packaging. Discuss and illustrate five of them. (20 marks)

QUESTION 5

Describe five functions of a package of a given product. (20marks)