



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA AND GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN II

(DGD II)

ADVERTISING AND PACKAGING DESIGN

END OF SEMESTER EXAMS

SERIES: APRIL/MAY 2010

TIME: 2½ HOURS

INSTRUCTIONS TO CANDIDATES

1. The paper consists of **SEVEN** questions.
2. Answer any **FIVE** questions only.
3. All questions carry equal marks.
5. Cheating leads to disqualification.
6. Switch off mobile phone.

- Q.1 “Advertising is a marketing mix that is dynamic, fascinating, challenging and exciting.” Discuss. (20 marks)
- Q.2 Describe the following terms:
- (a) Personal selling (5 marks)
 - (b) Sales promotion (5 marks)
 - (c) Publicity (5 marks)
 - (d) Target audience. (5 marks)
- Q.3 (a) Define the term ‘Advertising’. (2 marks)
- (b) Highlight any **THREE** functions of advertising. (8 marks)
- (c) Distinguish **TWO** different kinds of word advertisement. (10 marks)
- Q.4 Explain the following terms:-
- (i) Industrial advertising (5 marks)
 - (ii) Trade advertising (5 marks)
 - (iii) Professional advertising (5 marks)
 - (iv) Agriculture advertising (5 marks)
- Q.5 Discuss the history of advertising ranging from the year 1806 – 1920. (20 marks)
- Q.6 (a) Outline the significance of “Quality” in costing an advert. (4 marks)
- (b) Name any **SIX** factors considered when costing an advert. (6 marks)
- (c) Outline any **SIX** factors that affect the quality of an advert. (6 marks)
- (d) Name any **FOUR** forms of advertising. (4 marks)
- Q.7 (a) Distinguish between Direct and Indirect action advertising. (5 marks)
- (b) Explain the **FOUR** functional requirements of packaging. (15 marks)