



DEPARTMENT OF COMMUNICATION AND MULTIMEDIA JOURNALISM

SEPTEMBER- DECEMBER 2019 TRIMESTER

**EXAMINATION FOR BACHELOR OF COMMUNICATION AND MULTIMEDIA
JOURNALISM**

RJN 217: PRINCIPLES OF ADVERTISING

DATE: WEDNESDAY, 11TH DECEMBER 2019

TIME:(2 HOURS)

GENERAL INSTRUCTIONS:

Students are NOT permitted to write on the examination paper during reading time.

This is a closed book examination. Text book/Reference books/notes are not permitted.

SPECIAL INSTRUCTIONS:

1 Write your REGISTRATION NO. Clearly on the answer booklet(s).

2 Answer Question One and ANY other TWO questions.

3 Questions in all sections should be answered in answer booklet(s).

4 Marks allocated to each question are shown at the end of the question.

5 PLEASE start the answer to EACH question on a NEW PAGE.

6 For the questions, write the number of the question on the answer booklet(s) in the order you answered them.

7 Write your answers in paragraph form unless stated otherwise.

8 Keep your phone(s) SWITCHED OFF at the front of the examination room.

9 Keep ALL bags and caps at the front of the examination room and do not refer to any unauthorized material before or during the course of the examination.

10 You are only allowed to leave the examination room 30minutes to the end of the Examination.

QUESTION ONE-COMPULSORY

- a) Write short notes on the following
 - Corporate Culture **(3 Marks)**
 - Advertising Agency **(3 Marks)**
 - Publicity **(3 Marks)**
- b) Highlight four features of advertising **(4 Marks)**
- c) Explain the challenges that is affecting the media and advertising agencies when advertising products and services **(6 Marks)**
- d) Briefly explain the rationale behind an organization conducting advertising research **(6 Marks)**
- e) Highlight five Objectives of Global Advertising **(5 Marks)**

ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO

- a) Discuss five factors you would consider when choosing the best media to promote your advertisement **(10 Marks)**
- b) Using examples, briefly explain the effect of online advertising in Kenya **(5 Marks)**

QUESTION THREE

- a) Explain five tools that are used in Integrated Marketing Communication **(10 Marks)**
- b) List five factors to be considered when deciding a target audience for your adverts **(5 Marks)**

QUESTION FOUR

- a) Explain five services offered by Advertising Agencies **(10 Marks)**
- b) What are the challenges of using Advertising Agencies as compared to In-house advertising **(5 Marks)**

QUESTION FIVE

- a) Discuss the Alex Osborn Creative Process in coming up with a unique advertisement **(10 Marks)**
- b) Highlight five unethical practices made by organizations when advertising their products and services **(5 Marks)**