

SCHOOL OF HUMAN RESOURCE DEVELOPMENT

DEPARTMENT OF COMMUNICATION STUDIES

2ST YEAR 2nd SEMESTER EXAMINATION 2013/2014 ACADEMIC YEAR

CMM 216 INTRODUCTION TO ADVERTISING

MAIN CAMPUS ONLY, 5/6/2014/ 9AM- 12NOON NO. 150

Instructions to Candidates:

Answer Four Questions. Question **one** is **Compulsory**

1. a) Using logical examples, discuss the features of advertising (10 marks)

b) What in your view are the ethical consideration that should be put in place will designing advertisements? (10 marks)

(c) Discuss the different types of new media ads explaining what determines their choices (10 marks)

2. Discuss celebrity advertising in the local media highlighting the flopped attempts? (15 marks)

3. You are a public relations manager of Unilever, a multinational organization and your organization has assigned you the duty of scouting for a competent Public Relations firm to revamp the image of your organization. State the factors that would guide you in selecting a competent firm to do ads. (15 marks)

4. Discuss the various methods of advertising and illustrated how each differs from the other (10 marks)

5. Discuss the various advertising techniques and mention how important they are in designing advertising (10 marks)

6. Why and how is colour so important in advertising? (15 marks)