

CHUKA



UNIVERSITY

COLLEGE

UNIVERSITY EXAMINATIONS

**THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF ARTS (COMMUNICATION AND MEDIA)**

COMM 330: COMMUNICATION AND ADVERTISING

STREAM: B.A (COMM & MEDIA)

TIME: 2 HOURS

DAY/DATE: TUESDAY 2/8/2011

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

Answer all questions in Section A and any other three in Section B.

SECTION A – 25 MARKS

1. Advertising is as old as humanity. Explain. [15 marks]
2. By stating Bovee and Arens' definition of advertising, describe what is advertising. [10 marks]

SECTION B – 45 MARKS

3. Advertising is a message business on the cutting edge of change in our culture. It not only reflects that change but is usually in position to take advantage of change. Discuss. [15 marks]
 4. Differentiate advertising from other forms of promotional activities. [15 marks]
 5. Compare and contrast weak and strong theories of advertising. [15 marks]
 6. Criticize the emerging modern trends in advertising. [15 marks]
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