



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND
TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF
BUSINESS ADMINISTRATION – WITH IT
3RD YEAR 1ST SEMESTER 2013/2014 ACADEMIC YEAR
MAIN**

COURSE CODE: ABA310

COURSE TITLE: ADVERTISING

EXAM VENUE:LR

STREAM: (BBA- Marketing)

DATE: 11/8/14

EXAM SESSION: 2.00 – 4.00AM/PM

TIME: 2 HOURS

Instructions:

- 1.Answer question 1 (compulsory) and any other 2 questions .**
- 2.Candidates are advised not to write on the question paper.**
- 3.Candidates must hand in their answer booklets to the invigilator while in the examination room.**

ANSWER QUESTION 1 AND ANY OTHER TWO QUESTIONS

Question one

a) One of the most frequently used communication process model is AIDA model. Briefly explain how marketers use this model in taking the consumers through an effective communication process. (6 marks)

b) As a marketing manager of a company dealing with soaps and detergents, you realize that competition is very intense as many companies have come up with similar products and are encroaching into your market. You have decided to advertise your products through the electronic media.

Discuss the features of your product you will emphasize on. (6marks)

c) With reference to Maslow's hierarchy of needs explain how motivation influences a person's buying choices. (6 marks)

d) At what instances would a marketer produce an advertisement that targets an audience group rather than the area of coverage? (6marks)

e) Briefly discuss the various methods used to evaluate advertising effectiveness. (6 marks)

Question two

Advertising is anon-personal communication of information usually paid for and usually persuasive in nature, about products (goods and services) or ideas by identified sponsors through various media.

Explain this statement (20marks)

Question three

a) Using suitable examples, discuss how advertisers use the following appeals to reach their target audience

- i) Information provision appeal
- ii) Emotions and feelings appeals

b) Illustrate instances in which advertisements would use emotional appeals in a way that is against the principles of advertising. (20marks)

Question four

“Advertising has become an essential marketing activity in the modern era of large scale promotion.” With reference to this statement, discuss the functions of advertising.

(20 marks)

Question five

Discuss the major decisions required in developing and managing an effective advertising program

(20marks)