



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2013/2014

**THIRD YEAR FIRST SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF ARTS IN COMMUNICATION &
MEDIA TECHNOLOGY WITH INFORMATION TECHNOLOGY
(MAIN CAMPUS)**

AMT 303: INTRODUCTION TO ADVERTISING

Date: 2nd April, 2014

Time: 2.45 – 5.00 p.m.

INSTRUCTIONS:

- **Answer Question ONE (COMPULSORY) and any other TWO questions.**



Main campus

3rd year 1st semester

AMT 303: INTRODUCTION TO ADVERTISING

Answer questions ONE and any other TWO questions. Duration: 2hours

1. (a) With examples, explain how information technology has revolutionized advertising. (15marks)
(b) Explain why it is important to regulate the advertising industry. (15marks)
2. Just as human beings, a product goes through stages until it becomes obsolete in the market.
(a) With an illustration, describe the stages. (10marks)
(b) Explain the role advertising can play at each stage. (10marks)
3. With examples explain AIDA's model on advertising effect (20marks)
4. (a) Define an advertising agency? (2marks)
(b) Describe five services offered by agencies (10marks)
(c) Explain the functions of the planning department of an advertising firm. (8marks)
5. Advertising is not the only factor which influences consumer buying behaviour. Discuss. (20marks)