



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2015/2016

**FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR THE DIPLOMA
IN PUBLIC RELATIONS**

(CITY CAMPUS)

ADPR 0100: INTRODUCTION TO PUBLIC RELATIONS

Date: 4th December, 2015

Time: 9.00 – 11.00 am

INSTRUCTIONS:

- Answer question ONE and any other TWO questions.



Kisumu Campus

Diploma

1st year 1st Semester

ADPR 0100: INTRODUCTION TO PUBLIC RELATIONS

Answer Question ONE and any other TWO Questions. Duration: 2 hours

1. (a) Explain the various areas of public relations. (20 Marks)
(b) Describe five reasons behind the recent surge in the area of public relations in Kenya. (10 Marks)
2. With examples, describe key steps in a successful public relations campaign. (20 Marks)
3. (a) Describe various ways in which public relations can boost business (10 Marks)
(b) Explain the distinction between public relations and advertising. (10 Marks)
4. (a) Describe four attributes of a Public Relations practitioner. (8 Marks)
(b) Explain six publics of an organization. (12 Marks)
5. Explain the roles of Public Relations practitioners. (20 Marks)



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2015/2016

**FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DIPLOMA IN PUBLIC RELATIONS**

(CITY CAMPUS)

ADPR 0102: FUNDAMENTALS OF ADVERTISING

Date: 7th December, 2015

Time: 9.00 – 11.00 am

INSTRUCTIONS:

- Answer question ONE and any other TWO questions.



Kisumu Campus

Diploma

1st Year 2nd Semester

ADRP 0102: FUNDAMENTALS OF ADVERTISING.

Instructions: Answer **THREE** Questions. Question **ONE** is compulsory.

Duration: 2 Hours.

1.

(a) What factors should be considered when selecting the medium to be used in advertising a company's product. **(5Marks)**

(b) Citing relevant examples, distinguish between advertising and public relations. **(10Marks)**

(c) Briefly describe the history and development of advertising. **(15 Marks)**

2. Explain in details the stages in the life cycle of a product. **(20 Marks)**

3. Describe how these factors influence consumer behavior.

(a) Social factors **(4Marks)**

(b) Marketing factors **(4Marks)**

(c) Psychological factors **(4Marks)**

(d) Personal factors **(4Marks)**

(e) Cultural factors **(4Marks)**

4. In details, explain the types of appeals used by companies for effective advertisement of their products or services. **(20Marks)**

5.

(a) Describe **THREE** types of adverts found in the local newspapers. **(10Marks)**

(b) Explain **TEN** controversies surrounding television advertising. **(10Marks)**



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2015/2016

**FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DIPLOMA IN COMMUNICATION & MEDIA TECHNOLOGY**

CITY CAMPUS - REGULAR

ADPR 0110: PRINCIPLES AND PRACTICES OF ADVERTISING

Date 25th April, 2016

Time: 9.00 – 11.00am

INSTRUCTIONS:

- Answer Question ONE and any other TWO Questions.



1. (a) Describe professional guidelines for writing advertising copy. (10 Marks)
(b) Discuss six key components of radio advertising. (12 Marks)
(c) Explain four types of positioning that organization may use to market itself or its products. (8 Marks)
2. (a) With examples, explain the basic elements of advertising copy. (10 Marks)
(b) Show using relevant examples the significance of writing headlines in adverts. (10 Marks)
3. Giving examples, explain types of adverts transmitted on both radio and television. (20 Marks)
4. (a) Explain six components of a creative brief. (12 Marks)
(b) Illustrate a television ad for a product of your choice using torture-test approach. (8 Marks)
5. (a) What are the various types of advertising research? (8 Marks)
(b) Write short notes on the following as used in advertising.
 - i. Thumbnail layout (3 Marks)
 - ii. Rough layout (3 Marks)
 - iii. Sales-pitch (3 Marks)
 - iv. Market segmentation (3 Marks)