



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

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

CITY CAMPUS

ADPR 0110: PRINCIPLES AND PRACTICES OF ADVERTISING

Date: 28th November, 2016

Time: 9.00 – 12.00 noon

INSTRUCTIONS:

- Answer question ONE (compulsory) and any other TWO questions.



MASENO UNIVERSITY EXAMINATION 2016

FIRST YEAR SECOND SEMISTER DIPLOMA IN COMMUNICATION AND MEDIA
TECHNOLOGY

ADPR 01 10: PRICIPLES AND PRACTICES OF ADVERTISING

Duration: 2hrs

INSTRUCTIONS

Answer three questions. Question one is compulsory.

1. a) Define Advertising (4 Marks)
b) Explain eight themes for advertising (16 Marks)
c) Identify five popular appeals for advertising (10 Marks)
2. a) Describe seven elements of advertising copy (14 Marks)
b) Elaborate the advertising model AIDA (6 Marks)
3. Discuss the importance of advertising to a society. (20 Marks)
4. a) Identify the four stage process for developing a media plan in advertising (8 Marks)
b) Describe a media plan checklist (12 Marks)
5. Explain 10 types of print media advertisement (20 Marks)