



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2013/2014**

FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR THE  
CERTIFICATE IN JOURNALISM & MASS MEDIA

(CITY CAMPUS)

**ACPR 0011: INTRODUCTION TO ADVERTISING**

Date: 1<sup>st</sup> April, 2014

Time: 2.00 - 4.00 p.m.

---

**INSTRUCTIONS:**

- Answer Question ONE (1) COMPULSORY and any other TWO questions.

## CERTIFICATE

1<sup>st</sup> year 1<sup>st</sup> Semester (CITY CAMPUS)

### ACPR 0011: INTRODUCTION TO ADVERTISING

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

**Duration:** 2 hours

1. a) Write short notes on the following
  - i. Advertiser (5 Marks)
  - ii. Product (5 Marks)
  - iii. Consumer Behavior (5 Marks)
- b) State the functions of advertising (15 Marks)
  
2. State and explain four key ethical issues in the practice of advertising industry in Kenya. (20 Marks)
  
3. Identify five departments in an advertising agency and explain their functions. (20 Marks)
  
4. Explain five factors which influence consumer buying behavior. (20 Marks)
  
5. State the strengths and weaknesses of print media in advertising. (20 Marks)