



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2013/2014

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

(CITY CAMPUS)

ADPR 0102: FUNDAMENTALS OF ADVERTISING

Date: 2nd April, 2014

Time: 9.00 - 11.00 a.m.

INSTRUCTIONS:

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

DIPLOMA

1st year 1st semester (CITY CAMPUS)

ADPR: 0102 FUNDAMENTALS OF ADVERTISING

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

Duration: 2 hours

1. a) Define the following terms
 - i. Advertising (3 Marks)
 - ii. Television exposure (2 Marks)
 - iii. Reach (2 Marks)
 - iv. Impression (3 Marks)
 - v. Media buying (2 Marks)
- b) Explain the need of evaluating advertising effectiveness (8 Marks)
- c) Describe the stages of a product life cycle (10 Marks)

2. Explain any four (4) ethical issues that challenge the standards surrounding modern advertising (20 Marks)

3. a) Define consumer behavior? (5 marks)
- b) State the consumer decision making process. (5 marks)
- c) With examples explain five factors influencing consumer behavior (10 marks)

4. State the main advantages and limitations of the following media of advertising.
 - a) Television (10 Marks)
 - b) Newspapers (10 Marks)

5. State and explain at least two theories of advertising (20 Marks)