



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

**SECOND YEAR FIRST SEMESTER EXAMINATIONS FOR
THE DIPLOMA IN PUBLIC RELATIONS
(CITY CAMPUS)**

**ADPR 0110: PRINCIPLES AND PRACTICES OF
ADVERTISING**

Date: 19th April, 2012

Time: 9.00 – 11.00 a.m.

ADPR 0110: PRINCIPLES AND PRACTICES OF ADVERTISING

Answer questions ONE and any other two questions. 2hrs

1.
 - a. Define the term Advertising (5marks)
 - b. Explain five key objectives of advertising (10marks)
 - c. Using examples explain five qualities that a good advertisement should possess. (15marks)

2.
 - a. What is an advertising copy? (5 marks)
 - b. Explain the five key format elements of an advertising copy. (15 marks)

3.
 - a. What is an advertising appeal? (4marks)
 - b. Briefly give five examples of emotional appeals. (8 marks)
 - c. Briefly give five examples of informational appeals. (8 marks)

4.
 - a. With examples describe the advantages of newspaper advertising. (10 marks)
 - b. With examples describe the advantages of television advertising. (10 marks)

5. Using examples, explain the key factors to consider when choosing the appropriate media for advertising (20 marks)