MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2015/2016

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF BACHELOR OF ARTS IN APPAREL DESIGN WITH INFORMATION TECHNOLOGY

MAIN CAMPUS

ADI 411: PACKAGING AND ADVERTISING DESIGN

Date: 18th April, 2016   Time: 11.00 - 1.00pm

INSTRUCTIONS:

- **Answer ALL Questions in Section A and any other TWO in Section B.**

ANSWER ALL QUESTIONS FROM THIS SECTION

Q1.   Define the following terminologies as used in Packaging and advertisements:

(5 marks)

a) Advertising
b) Consumer
c) Goods
d) Services
e) Packaging

Q2.   Discuss the 5 (FIVE) principles that will guide quantitative research studies
In gauging accurately the impact of new packaging systems.   (10 marks)

Q3.   Name and discuss the 5 (FIVE) sources of consumer information. (10 marks)

Q4.   You have had a way of packing clothes for sale for many years. You now want to
come up with a different way of packaging. State and outline the 5 (FIVE)
Principles, one would like for effective new product packaging.   (10 marks)

SECTION B (30 MARKS)

Answer ANY THREE questions from this section.

Q5.   With the increasing varieties of products available in the market and the influence
of advertising and sales, people consumers need protection. State & discuss the
bodies that the government of Kenya has set aside to ensure that certain standards
are met in providing goods and services to consumers.   (10 Marks)

Q6. How well you've designed your package to account for what the shopper sees, thinks and reacts while in your business can negatively or positively influence your sales. Discuss the following principles of sales in effective package design:

a) Stand out.

b) Design with the store in mind. **(10 marks)**

Q7. Outline and describe any 5 (FIVE) factors in packaging Decisions. **(10 marks)**

Q8. a) Give the 3 (THREE) situations where information in advertising is deceptive.

(3 marks)

b) Outline the different ways that goods and services can be advertised.

(7 marks)