



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2013/2014

**FOURTH YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF ARTS (INTERIOR DESIGN) WITH
INFORMATION TECHNOLOGY**

(MAIN CAMPUS)

ADI 411: PACKAGING AND ADVERTISING

Date: st 1 April, 2014

Time: 11.15 a.m. - 1.30 p.m.

INSTRUCTIONS:

- Answer **ALL** the questions from Section A in the answer booklet provided. (30 marks)
- Answer **ANY TWO** questions from Section B. (20 marks)



SECTION A = 30 MARKS

ANSWER ALL QUESTIONS IN THIS SECTION

1. With examples define the following terms as used in the study of packaging and advertising design.

- i. Headline
- ii. Package
- iii. Advertising
- iv. Logo
- v. Fashion Advertising (5 marks)

2. a.) State the overall objective of packaging according to manufactures. (2marks)

b.) List any four forms of material sources for packages. (2 marks)

c.) Describe briefly three characteristics of a good package. (6 marks)

3. Read the following story and use it to answer the questions that follow:

A manufacturing firm came up with a new brand of cooking oil. They sort the help of advertising agency to help establish the best media to advertise their product. The radio was identified as the most appropriate medium and this was very much in line with the firm's targeted audience.

a.) Suggest the most probable locality that the manufacturer had in mind. (1 mark)

b.) Identify the most probable income of the target group. (1 mark)

c.) Provide reasons for radio being the most appropriate medium in this case. (3 marks)

4. a. Outline any (3) qualities of a good layout in advertising. (3 marks)

b. Give any three purposes of a layout when designing an advert. (3marks)

c. Describe briefly (4) factors that contribute to the cost of a newspaper ad. (4 marks)

SECTION B =20 MARKS

ANSWER ONLY TWO QUESTIONS IN THIS SECTION IN THE ANSWER BOOKLET PROVIDED. EACH QUESTION IS (10) MARKS

5. Explore five major functions of advertising design. (10 marks)

6. Jane is planning to advertise her new fashion style. As a professional provide her with five important factors to consider in selecting the right medium to advertise her items. (10 marks)

7. As Jane's designer discuss with her what should be considered when designing and making packages for her items. (10 marks)

8. Identify and analyze factors that might influence advertisers choice of newspapers as a form of advertising. (10 marks)