

**W1-2-60-1-6**

**JOMO KENYATTA UNIVERSITY**

**OF**

**AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2014/2015**

**YEAR 4 SEMESTER I SPECIAL/SUPPLEMENTARY EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE (MARKETING)**

**HBM 2403: ADVERTISING**

**DATE: APRIL 2015 TIME: 2 HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE**

1. One well known media planner has noted that having determined what is to be accomplished, it is important to develop media plans. Discuss the criteria we should consider in developing media plans. (15marks)
2. Creative and effective advertisements should seek to achieve the organizations objective. Discuss the factors that make a good advert. (15marks)

**QUESTION TWO (20 marks)**

A criticism of the current rating system for TV is that the numbers are based on frequency periods. Discuss five marketing factors that are important in determining frequency levels. (20marks)

**QUESTION THREE (20 marks)**

Although TV is unsurpassed from a creative perspective, the medium has several disadvantages that limit its use by many advertisers. Discuss five limitations of television as a medium of advertising. (20marks)

**QUESTION FOUR (20 marks)**

A diverse cross section of formats comprise outdoor advertising today. Discuss and give examples of five categories of outdoor media. (20marks)

**QUESTION FIVE (20 marks)**

Over the past few years there has been enormous growth in advertising. Explain five functions and effects of advertising. (20marks)