MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

THIRD YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION WITH INFORMATION TECHNOLOGY

MAIN CAMPUS

ABA 310: ADVERTISING

Date:23rd   February, 2018   Time: 8.30 - 11.30am

INSTRUCTIONS:

- Answer Question ONE and any other THREE

Q1.Kisumu County wishes to target more tourists from within and externally to visit its unique tourist features so as to increase its revenue base. Do a Sketch an advertisement showing key components and which can effectively appeal the desired target audience. (25 mks).

Q2. Discuss the types of advertisements with relevant examples. (15 mks).

Q3. Explain the key functions of advertising agencies (15 mks).

Q4. Elaborate on the various appeal strategies used while developing advertising copies. (15 mks).

Q5. 'Advertising is deceptive and misleading' to what extent do you agree with this statement? Explain with relevant examples. (15 mks).

Q6. Discuss the following advertising models:

   a) AIDA model
   b) DAGMAR model
   c) Hierarchy Of Effects model