



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2017/2018

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

CITY CAMPUS

ABA 310: ADVERTISING

Date: 10th May 2018

Time 5.30 - 7.30pm

INSTRUCTIONS:

- Answer Question ONE and any other THREE questions.
- Question ONE carries 25 Marks and the rest 15 Marks each.

QUESTION ONE

The Kenya Tourist and marketing Board seeks to market Kenya as the most attractive tourist destination in Africa. It has approached you to do a sketch of appealing print advert to be placed in *The Times* Newspaper in New York. Present the same involving all elements of a perfect advert. **25 Marks**

QUESTION TWO

Describe the various advertising models with relevant examples. **(15 marks)**

QUESTION THREE

'Advertising can be highly deceptive and misleading to the audience'. Discuss the statement showing circumstances that can make genuine adverts to seem to be so. **(15 Marks)**

QUESTION FOUR

Advertisements can be presented to be more appealing via manipulation of fonts, color schemes and use of appropriate appeal strategies, Discuss the various appeal strategies used by advertisers. **(15 Marks).**

QUESTION FIVE

Discuss the roles of advertising agencies in the advertising industry. **(15 Marks).**