

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

## JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

**UNIVERSITY EXAMINATIONS 2018/2019**

**YEAR 2 SEMESTER 1 EXAMINATION FOR THE DIPLOMA IN MASS COMMUNICATION**

**HSC 0203: APPLIED ADVERTISING**

**DATE: APRIL 2019 TIME: 1.5 HOURS**

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

QUESTION ONE

a) Define advertising according the American Marketing Association (2 marks)

b) Explain types of advertising (8 marks)

c) Discuss the role of advertising in the Marketing Mix (10 marks)

QUESTION TWO

a) Explain how the following groups of people are involved in advertising (8 marks)

i) Advertiser

ii) Government

iii) Target audience

iv) Advertising Agency

b) Explain the main factors to be kept in mind while selecting advertising media (8 marks)

c) List the steps in media planning (4 marks)

QUESTION THREE

a) Rachael, a third year student pursuing Bachelor of Procurement, wants to make an advert for her shop located around JKUAT Gate B. She has come for advice on the techniques she can use in advert. List and explain common and most used techniques that she can use to get desired results. (10 marks)

b) If unethical practices are continued they will destroy the image of the business as a whole and advertising itself will become less effective. Outline and explain moral codes developed in advertising (10 marks)

QUESTION FOUR

a) List different ways of presenting untruth in adverting (10 marks)

b) Discuss the various steps involved in preparing an Adverting Budget (5 marks)

c) Do you think that money spent on advertising is an investment? Discuss (5 marks)