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UNIVERSITY EXAMINATIONS

**2022/2023 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER**

MAIN EXAMINATION

**FOR THE DEGREE OF BACHELOR OF JOURNALISM AND
MASS COMMUNICATION**

[PUBLIC RELATIONS & ADVERTISEMENT OPTION]

COURSE CODE: JMA 417

COURSE TITLE: ADVERTISING MANAGEMENT

DATE: 28TH APRIL, 2023

TIME: 2.00 - 4.00PM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions. Avoid duplication of materials.

TIME: 2 Hours

QUESTION ONE - COMPULSORY (30 MARKS)

- a) Differentiate advertising from marketing and public relations. (6 marks)
- b) Explain the three advertising management objectives. (6 marks)
- c) State four principles of Client-Agency Relationship (CAR). (4 marks)
- d) Illustrate the two basic systems of compensating an agency for its services. (4 marks)
- e) Describe any five basic teams that work in an advertising agency. (10 marks)

QUESTION TWO (20 MARKS)

- a) What is an advertising campaign? (4 marks)
- b) Explain three reasons why advertising campaigns are necessary. (6 marks)
- c) Describe five examples of advertising campaigns. (10 marks)

QUESTION THREE (20 MARKS)

- a) Explain five duties of an advertising manager. (10 marks)
- b) Describe five attributes that can earn someone the job of an advertising manager. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Describe five features of an advertising agency. (10 marks)
- b) Explain five factors to consider when selecting an advertising agency to handle the launching of a new cosmetics company. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Explain five reasons why an organization would hire an outside agency, if it has its own in-house advertising team. (10 marks)
- b) Give two reasons why advertising management is relevant. (4 marks)
- c) Describe three types of advertising management. (6 marks)