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UNIVERSITY EXAMINATIONS

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

MAIN EXAMINATION

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

COURSE CODE: JMA 424

COURSE TITLE: ADVERTISING AND PROMOTION

DATE: 10TH AUGUST, 2023

TIME: 2.00 - 4.00PM

INSTRUCTION TO CANDIDATES

Answer Questions. Come with CD/DVD to save your final project.

TIME: 2 Hours

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

QUESTION ONE - COMPULSORY (30 MARKS)

- a) Publicity and advertising are both designed to raise positive awareness about an organization and/or its products and services. Differentiate between publicity and advertising in an organizational set up. (10 marks)
- b) Advertising and promotion activities should be guided by moral and ethical principles that direct an organization on how to communicate with its target audience when promoting its products or services. Discuss **FIVE** such ethical principles of advertising. (10 marks)
- c) Organizations can either hire their own in-house staff or use external full-service advertising agencies to handle advertising and promotion. Highlight **FIVE** advantages of using a full-service advertising agency over using in-house staff. (10 marks)

QUESTION TWO (20 MARKS)

- a) Advertising agencies handle promotion, marketing and branding activities on behalf of clients. Outline **FIVE** specific roles of an advertising and promotion agency. (10 marks)
- b) Promotion refers to all the activities aimed at communicating a product, service or brand to the public. Discuss **FIVE** types of promotion that an organization may use. (10 marks)

QUESTION THREE (20 MARKS)

- a) What **FIVE** factors should an advertiser consider in order to develop an effective advertising campaign? (10 marks)
- b) TV advertising is one of the most utilized forms of advertising due to its wide reach. Outline the **merits** and **demerits** of television advertising. (10 marks)

QUESTION FOUR (20 MARKS)

Discuss the impact of ICT on the advertising and promotion industry.

QUESTION FIVE (20 MARKS)

Compare and contrast traditional media and new media used in advertising and promotion.