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**UNIVERSITY EXAMINATIONS**

**2021/2022 ACADEMIC YEAR**

**FOURTH YEAR SECOND SEMESTER**

**SPECIAL/SUPPLEMENTARY EXAMINATION**

**FOR THE DEGREE OF**

**BACHELOR OF JOURNALISM AND MASS  
COMMUNICATION**

**COURSE CODE: JMA 425**

**COURSE TITLE: RADIO-TV, DIGITAL INTERACTIVE AND DIRECT  
ADVERTISING**

**DATE: 21<sup>ST</sup> NOVEMBER, 2022**

**TIME: 8.00 - 10.00AM**

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**INSTRUCTION TO CANDIDATES**

Answer Question **ONE** and any other **TWO** Questions

**TIME: 2 Hours**

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

**QUESTION ONE - COMPULSORY (30 MARKS)**

The change in new communication technologies deeply affects traditional advertising. As a result of this interaction, fields of the traditional media have entered into a transformation to digital platforms. Giving examples identify the SIX most tangible impacts of this transformation that can be seen in the convergence of traditional media and digital media.

**QUESTION TWO (20 MARKS)**

- a) Give a brief of the history of direct advertising. (10 marks)
- b) Give a brief of the history and regulation of broadcast advertising in Kenya. (10 marks)

**QUESTION THREE (20 MARKS)**

As the Head of the Advertising and Marketing Department give FIVE strategies you can use to grow the company's customer base using direct advertising.

**QUESTION FOUR (20 MARKS)**

- a) Define interactive media. (2 marks)
- b) Discuss the common types of Interactive Advertising Strategies. (8 marks)
- c) Describe the advantages and disadvantages of interactive advertising. (10 marks)

**QUESTION FIVE (20 MARKS)**

Explain the steps you will take in preparing an advertisement plan with the goal of matching the most effective message to promote your company's brand on radio, television and websites.