



*(Knowledge for Development)*

# **KIBABII UNIVERSITY**

## **UNIVERSITY EXAMINATIONS**

**2019/2020 ACADEMIC YEAR  
FOURTH YEAR SECOND SEMESTER**

### **SPECIAL/SUPPLEMENTARY EXAMINATION**

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

**COURSE CODE: JMC 410**

**COURSE TITLE: ADVERTISING LAYOUT AND PRODUCTION**

**DATE: 18<sup>TH</sup> FEBRUARY, 2021**

**TIME: 11.00AM - 1.00PM**

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#### **INSTRUCTION TO CANDIDATES**

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

**TIME: 2 Hours**

*This Paper Consists of 3 Printed Pages. Please Turn Over. ►*

KIBU observes ZERO tolerance to examination cheating

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

- a) Briefly discuss the five elements that are considered when designing and producing an effective advertisement / commercial (10 marks)
- b) Using the elements mentioned in Q.1 (a) above, draw a sketch of an advert for a newly launched soft drink that targets the youth. (10 marks)
- c) The Sunlight detergent company has selected your class to prepare an advertising campaign and strategy for their latest product in the market. Describe the process you would follow, including the choice of media to be utilized. (10 marks)

**QUESTION TWO (20 MARKS)**

- a) Explore four ways in which corporate branding has continued to influence the layout and design of advertisements. Support your answer by making reference to at least two large companies in Kenya. (8 marks)
- b) Generate four arguments to explain the role and place of research in advertising the advertising industry in the modern times. (8 marks)
- c) Explain four main reasons why most companies prefer the use of animations in the design and production of their adverts as compared to contracting actual people (4 marks)

**QUESTION THREE (20 MARKS)**

- a) Evaluate five strategies that the Tobacco and Alcohol industries have devised to retain and sustain their adverts in the Kenyan media despite protests by religious groups (10 marks)
- b) With illustrations describe FIVE advertising layout formats that are commonly used to advertise food stuffs in Kenya (10 marks)

**QUESTION FOUR (20 MARKS)**

- (a) Discuss six ways in which technology has revolutionised advertising formats and productions (10 marks)
- (b) Explore five ethical principles that are recommended to be applied when designing and producing advertisements. (5 marks)
- (c) Explain factors you would consider when planning an advertising campaign? (5 marks)

**QUESTION FIVE (20 MARKS)**

- (a) Using at least five different commercials currently running on broadcast media in Kenya, discuss the role of sex-appeal adverts (10 marks)
- (b) Generate five arguments to explain the effectiveness of the use of celebrity endorsements in the design and production of advertisements (10 marks)