

(10)



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2019/2020 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER

SPECIAL/SUPPLEMENTARY EXAMINATION

FOR THE DEGREE OF

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

COURSE CODE: JMC 406

COURSE TITLE: NEWSPAPER ADVERTISING

DATE: 5TH FEBRUARY, 2021

TIME: 11.00AM - 1.00PM

INSTRUCTION TO CANDIDATES

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

TIME: 2 Hours

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

KIBU observes **ZERO** tolerance to examination cheating

QUESTION ONE - COMPULSORY (30 MARKS)

You are the advertising manager of Panpaper Mills Webuye that is currently in the process of rationalizing its staff. It has come to your knowledge that your job is equally on line.

- (a) Explain to the top management your day-to-day duties so as to save your job. (12 marks)
- (b) Convince the management why you strongly feel the firm stands to benefit by turning to **freelancers** as opposed to in-house departments or agencies. (12 marks)
- (c) It has been observed that advertising has a lot importance to the modern society. Explain. (6 marks)

QUESTION TWO (20 MARKS)

Your family has recently established a commercial venture in Kakamega town and you have been absorbed in its advertising department. Explain your justification for advising your family to have an advertising department.

QUESTION THREE (20 MARKS)

What do you understand by the two terms, “Direct response and Direct-action Advertising” and “Primary Advertising”.

QUESTION FOUR (20 MARKS)

Effective advertising can increase the sales of advertisers’ products and therefore profits. Give five reasons why increased sales benefit consumers.

QUESTION FIVE (20 MARKS)

The so-called ‘half pyramid’ is recommended as the best arrangement in placement of advertisements as opposed to helter-skelter. Explain.