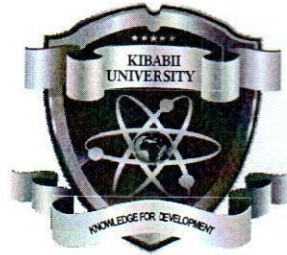


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(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2020 /2021 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER**

MAIN EXAMINATION

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

COURSE CODE: JMC 407

COURSE TITLE: ADVERTISING TO THE CONSUMER

DATE: 16TH JULY, 2021

TIME: 2.00 - 4.00PM

INSTRUCTION TO CANDIDATES

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

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)

The basic goal of advertising is to identify and persuade consumers to buy a product or service that is being advertised.

- a) What are the reasons for advertising? (15 marks)
- b) What are the four issues that make advertising distinct from other concepts? (5marks)
- c) Is advertising an art or a science? Discuss. (10 marks)

QUESTION TWO (20 MARKS)

What are the differences between the following concepts?

- a) Advertising and Public Relations
- b) Advertising and Propaganda
- c) Advertising and Personal selling
- d) Advertising and Publicity

QUESTION THREE (20 MARKS)

Define consumer advertising?

- a) What are the categories of consumer goods and services?
- b) What are the six sides of advertising?

QUESTION FOUR (20 MARKS)

Name and explain Above-the-line media and Below-the-line media.

- a) What are the advantages and disadvantages of Television?
- b) What are the advantages and disadvantages of yellow pages/ directory advertising?
- c) What are the differences between outdoor advertising and transportation advertising?

QUESTION FIVE (20 MARKS)

What is the impact of advertising on society?

- a) What are the dangers of using stereotypes in advertising?
- b) Does sex appeal in commercials guarantee sale of products? Explain.