



(*Knowledge for Development*)

# **KIBABII UNIVERSITY**

## **UNIVERSITY EXAMINATIONS**

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

### **SPECIAL/SUPPLEMENTARY EXAMINATION**

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

**COURSE CODE:** JMC 212

**COURSE TITLE:** INTRODUCTION TO ADVERTISING

**DATE:** 10<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

**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) Using at least five elements commonly used in advertisements, draw a sketch of an advert of a newly launched soft drink. (20 marks)
- b) Highlight five ways in which modern technology has revolutionized the advertising industry in Kenya. (10 marks)

### **QUESTION TWO (20 MARKS)**

In recent times, most organizations in Kenya, have resorted to using animations in their advertisements. Discuss five reasons that you think make the use of animations popular in advertisements.

### **QUESTION THREE (20 MARKS)**

Safaricom has launched a new MPesa product that targets users during the December holidays and the festive season. The corporation decides to seek for the services of an Advertising Agency to roll out the advertising campaign in the country. Explore five reasons that make the choice of an agency ideal for this job as opposed to an advertising department.

### **QUESTION FOUR (20 MARKS)**

- a) Highlight four challenges of Online advertising to consumers and prospective consumers living in the rural parts of Kenya. (8 marks)
- b) Making reference to four outdoor advertisements, briefly explain three advantages of each. (12 marks)

### **QUESTION FIVE (20 MARKS)**

#### **EITHER**

Discuss five ethical considerations that must be put in place when advertising alcoholic drinks in Kenya.

#### **OR**

There are a number of standard gimmicks that advertisers use to short circuit logic and rational decision making and con the unwary public. Discuss any 10 such gimmicks.

### **QUESTION SIX (20 MARKS)**

Failure to be precise in communicating can result in confusion and misunderstanding. Thinking critically and arguing effectively often depends on recognizing imprecise language. Discuss FOUR forms of imprecision in language.

### **QUESTION SEVEN (20 MARKS)**

A fallacy of relevance occurs when an arguer offers reasons that are logically irrelevant to his or her conclusion. Explain any SIX fallacies of relevance.