



(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 406

COURSE TITLE: NEWSPAPER ADVERTISING

DATE: 22ND JULY, 2021

TIME: 9.00 - 11.00AM

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)

Newspaper Advertising is divided into two broad categories.

- a) Name and explain the two broad categories?
- b) State and explain the five types of newspapers?
- c) State and explain the types and classification of newspaper advertising?

QUESTION TWO (20 MARKS)

Define Advertising?

- a) State and explain seven functions of advertising?
- b) State and explain the ten design elements for print/ newspaper advertising?

QUESTION THREE (20 MARKS)

Explain the meaning of the following terms used in newspaper advertising?

- | | |
|------------------|-----------------|
| a) Display copy | h) Make good |
| b) Double spread | i) Gutter |
| c) Advertorials | j) Bleed |
| d) Insert | k) Caption |
| e) Banner head | l) Tear sheet |
| f) Crop | m) Proof |
| g) Kill | n) Camera ready |

QUESTION FOUR (20 MARKS)

- a) What are the advantages and disadvantages of newspaper advertising?
- b) What are the advantages and disadvantages of magazine advertising? (20 marks)

QUESTION FIVE (20 MARKS)

- a) What are the five Layout Techniques in Printed Advertisement?
- b) What are the four types of Advertising layouts according to Ogilvy?

QUESTION SIX (20 MARKS)

- a) What does the Kenyan law state under CAP 111 of Books and Newspapers Act No.22 of 1987, about the process to be followed before circulation of newspaper to the public?
- b) What are the ethical considerations in newspaper advertising?