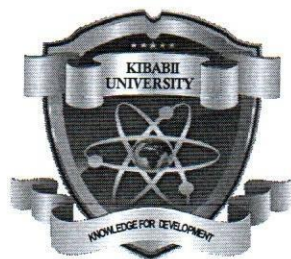


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(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2021 /2022 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER**

MAIN EXAMINATION

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

COURSE CODE: JMA 417

COURSE TITLE: ADVERTISING MANAGEMENT

DATE: 20TH MAY 2022

TIME: 2.00PM – 4.00PM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions. Marks will only be awarded to well-articulated, supported and practical answers.

TIME: 2 Hours

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

KIBU observes **ZERO** tolerance to examination cheating

SECTION A: COMPULSORY (30 MARKS)

QUESTION ONE

Kibabii University is about to launch a new FM Radio Station scheduled to go On Air, anytime this year and as well the New Students Centre-Shopping and Recreation Complex. Your JMA 417 Class is fully involved in the management of the event.

Evaluate

- (i) The major preparations that your class will put in place shortly before the Big Day (5 marks)
- (ii) Design a modern, creative, trendy and flashy advertisement to capture the moments, mood and excitement of the launch.(5 marks)
- (iii) Explain any five management challenges that as organizers, you are likely to face (10 marks)
- (iv) Highlight mechanisms that you will put in place to overcome the challenges in (iii) above (10 marks)

QUESTION TWO

(a) Basing your arguments within the framework of advertisements discuss five reasons why each of the following must be kept in mind?

- i) The objectives of the advertisement.
- ii) The target audience.
- iii) The budget.
- iv) The message.
- v) The type of media used for the advertisement.
- vi) Effectiveness of the advertisement (10 marks)

(b) Explain five objectives that are mandatory in carrying out effective advertising campaigns. (10 marks)

QUESTION THREE

- (a) Public relations is a key strategy in complex advertising management discipline. Making reference to a corporate organization of your choice that is currently functional in Kenya, discuss the role of public relations in advertising management. (10 marks)
- (b) Examine five public relations tools used as a strategy in advertising management. (10 marks)

QUESTION FOUR

Media planning and decision is a strategic tool in advertising management. In details discuss the various types of above-the-line media that an advertising manager would consider effective in a huge company such as Safaricom? (20 marks).