



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER

MAIN EXAMINATION

**FOR THE DEGREE OF BACHELOR OF ARTS, JOURNALISM AND MASS
COMMUNICATION.**

COURSE CODE: JMA 416

COURSE TITLE: NEWSPAPER ADVERTISING

DATE: 16/5/2022

TIME: 2:00-4:00 PM

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

SECTION A (compulsory questions)

1. A. What are the two broad categories that Newspaper Advertising is divided into?
(10 marks)
- B. State and explain the five types of newspapers? (10 marks)
- C. State and explain the types and classification of newspaper advertising?
(10 marks)

SECTION B (students to choose)

2. Define Advertising?
 - A. State and explain functions of headlines in newspaper advertising?
(10 marks)
 - B. State and explain the ten design elements for print/ newspaper advertising?
(10 marks)
3. A. Define an advertising copy (3 marks)
- B. Mention and explain the design elements used in advertising? (10 marks)
- C. Discuss Layout Techniques in Printed Advertisement (7 marks)
4. Explain the meaning of the following terms used in newspaper advertising?
 - a) Display copy
 - b) Double spread
 - c) Advertorials
 - d) Insert
 - e) Banner head
 - f) Crop
 - g) Kill
 - h) Run on paper (ROP)
 - i) Gutter
 - j) Bleed
 - k) Caption
 - l) ~~Tear sheet~~
 - m) Proof
 - n) Alignment(20 marks)
5. a) What are the advantages of newspaper advertising? (6 marks)
- b) What are the disadvantages of magazine advertising? (6 marks)
- c) According to Vilanilam (2006) layout is a drawing used to get a rough idea of how a finished advertisement, poster or brochure will look. What are the four types of Advertising layouts? (8 marks)
6. a) What are some of the reasons for failure of advertisement campaigns? (10 marks)
- b) Using diagrams illustrate the print advertisement layouts according to Ogilvy?
(10 marks)