



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2020/2021 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER

SPECIAL/ SUPPLEMENTARY EXAMINATION

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

COURSE CODE: JMC 409

COURSE TITLE: RADIO-TELEVISION, DIGITAL INTERACTIVE AND DIRECT
ADVERTISING

DATE: 18TH JANUARY, 2022

TIME: 11.00AM - 1.00PM

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.

QUESTION ONE – COMPULSORY (30 MARKS)

- a) Discuss any **four** strategies that one can use in evaluating media for advertising. (12 marks)
- b) Explain any **five** roles of advertising. (10 marks)
- c) Identify **four** objectives of sales promotion as a form of advertising. (8 marks)

QUESTION TWO (20 MARKS)

Write short notes on any **four** categories of advertising media.

QUESTION THREE (20 MARKS)

Discuss the relationship between marketing and advertising.

QUESTION FOUR (20 MARKS)

Explain any **four** purposes of advertising research.

QUESTION FIVE (20 MARKS)

An advertising agency plays a key role in the advertising process. Discuss.