



*(Knowledge for Development)*

# **KIBABII UNIVERSITY**

## **UNIVERSITY EXAMINATIONS**

**2021/2022 ACADEMIC YEAR  
SECOND YEAR SECOND SEMESTER**

### **SPECIAL/SUPPLEMENTARY EXAMINATION**

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

**COURSE CODE: JMC 212**

**COURSE TITLE: INTRODUCTION TO ADVERTISING**

**DATE: 19/07/2022**

**TIME: 11.00 AM – 1.00PM**

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#### **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

**SECTION A: COMPULSORY (30 MARKS)**

- a) Discuss five advantages that will make a corporate organization to place advertisements on radio compared to running them on television. (10 marks)
- b) Examine five challenges that an advertising department in a large organization such as Safaricom may face in Kenya today. (10marks)
- c) Explain five ethical complaints that consumers in Kenya are likely to raise concerning food stuffs in super markets or food stores (10marks)

**SECTION B: ANSWER ANY TWO QUESTIONS (40 MARKS)**

**QUESTION TWO (20 marks)**

Using the key elements of an advert, design and draw a Billboard for the newly constructed Kibabii University Students' Recreation and Shopping Centre. Explain why each element is key in an effective advertisement.

**QUESTION THREE (20 MARKS)**

In the last five years or thereabouts, most corporate organizations, product manufacturers and even other service providers such as Safaricom, Airtel, Cocacola, Omo, Aerial etc, embarked on painting shopping areas and market centres. Examine five challenges that may face such an undertaking.

**QUESTION FOUR (20 MARKS)**

Despite continued and repeat advertisements through various media channels and platforms, some products, or goods and even services fail to lucratively sell. Using specific and practical examples, discuss five reasons for such a failure.