



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2020/2021 ACADEMIC YEAR
SECOND YEAR FIRST SEMESTER**

SPECIAL/SUPPLEMENTARY EXAMINATION

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

COURSE CODE: JMC 212

COURSE TITLE: INTRODUCTION TO ADVERTISING

DATE: ^{21st} 8TH JANUARY, 2022

TIME: 8.00 - 10.00AM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions

TIME: 2 Hours

This Paper Consists of 3 Printed Pages. Please Turn Over. ►

KIBU observes ZERO tolerance to examination cheating.

QUESTION ONE - COMPULSORY (30 MARKS)

- a) Using at least five elements commonly used in advertisements, draw a sketch of an advert of a newly launched soft drink. (20 marks)
- b) Highlight five ways in which modern technology has revolutionized the advertising industry in Kenya. (10 marks)

QUESTION TWO (20 MARKS)

In recent times, most organizations in Kenya, have resorted to using animations in their advertisements. Discuss five reasons that you think make the use of animations popular in advertisements.

QUESTION THREE (20 MARKS)

Safaricom has launched a new MPesa product that targets users during the December holidays and the festive season. The corporation decides to seek for the services of an Advertising Agency to roll out the advertising campaign in the country. Explore five reasons that make the choice of an agency ideal for this job as opposed to an advertising department.

QUESTION FOUR (20 MARKS)

- a) Highlight four challenges of Online advertising to consumers and prospective consumers living in the rural parts of Kenya. (8 marks)
- b) Making reference to four outdoor advertisements, briefly explain three advantages of each. (12 marks)

QUESTION FIVE (20 MARKS)

Discuss five ethical considerations that must be put in place when advertising alcoholic drinks in Kenya.