(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2020/2021 ACADEMIC YEAR
THIRD YEAR SECOND SEMESTER

SPECIAL/SUPPLEMENTARY EXAMINATION

FOR THE DEGREE OF
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

COURSE CODE: JMC 323

COURSE TITLE: ADVERTISING COPYRIGHTING

DATE: 20ᵀᴴ JANUARY, 2022   **TIME: 11.00AM - 1.00PM**

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions. Do not duplicate illustrations.

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)

You work in a company dealing with cosmetics or automobiles as the public relations officer. Your company sales have been on a downward trend for a while. The company needs copy written for three separate advertisements for **radio**, **TV**, **online,** and **print**. The aim is to increase sales.

a) Choose any **ONE** of the four media listed above and write the:
   i)   Script   (10 marks)
   ii)   Copy   (5 marks)
   iii)   Slogan   (3 marks)
b) Explain how nudge and prospect theories can assist you with writing the above copy.

(12 marks)

QUESTION TWO (20 MARKS)

a) Explain the four types of advertisements (8mks).
b) Discuss any six criteria that an ad must satisfy if it is to be successful as a selling tool.

(12marks)

QUESTION THREE (20 MARKS)

a) Explain any five types of TV commercials.   (10 marks)
b) Describe to a newbie in your company five invaluable tips for writing TV spots.

(10 marks)

QUESTION FOUR (20 MARKS)

a) Using examples, explain any five rules of headline writing.   (10 marks)
b) You work at the university as a copywriter, and the university needs to advertise for students in the upcoming semester admissions. Come up with one headline for each of the following media: print, TV, radio, online, and nonbroadcast AC.   (10 marks)

QUESTION FIVE (20 MARKS)

a) Using lively illustrations, explain any four persuasive techniques you can use to write copy that sells.   (12 marks)
b) Explain any four mistakes copywriters make.   (8 marks)