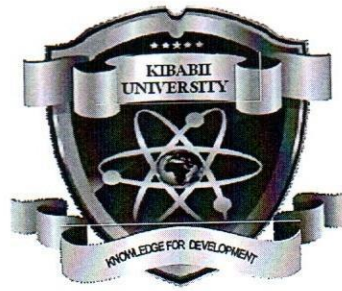


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(Knowledge for Development)

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 410

COURSE TITLE: ADVERTISING LAYOUT AND PRODUCTION

DATE: 11TH 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)

What do you understand by advertising copy preparation and production?

- a) Discuss the steps involved in preparing / producing an advertising copy materials
- b) List the decision areas that a creative writer has to consider when writing a copy.

QUESTION TWO (20 MARKS)

- a) Define advertising campaign.
- b) List and explain five objectives of an advertising campaign.
- c) What are the factors considered in planning an Advertising Campaign

QUESTION THREE (20 MARKS)

- a) Sketch a sample of an advertising layout of an advertisement on Kibabii University, highlighting its courses and calling for new students enrolment
- b) According to Harland *et al* (1992) six basic layout plans accomplish the object of every print layout format. Express them with the aid of diagrams.

QUESTION FOUR (20 MARKS)

- a) What are the importance of marketing plan?
- b) What are the elements of a marketing plan?

QUESTION FIVE (20 MARKS)

- a) State, illustrate and explain the five phases involved in developing an advertising media plan?
- b) According to John-Kanem (2006) there are 3 basic forms of writing that enable copywriters to make their choice when preparing a copy, what are they?