



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

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

MAIN EXAMINATION

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

COURSE CODE: JMA 425

**COURSE TITLE: RADIO-TV, DIGITAL INTERACTIVE AND DIRECT
ADVERTISING**

DATE: 31ST AUGUST, 2022

TIME: 2.00 - 4.00PM

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)

The change in new communication technologies deeply affects traditional advertising. As a result of this interaction, fields of the traditional media have entered into a transformation to digital platforms. Giving examples identify the SIX most tangible impacts of this transformation that can be seen in the convergence of traditional media and digital media.

QUESTION TWO (20 MARKS)

- a) Give a brief of the history of direct advertising. (10 marks)
- b) Give a brief of the history and regulation of broadcast advertising in Kenya. (10 marks)

QUESTION THREE (20 MARKS)

As the Head of the Advertising and Marketing Department give FIVE strategies you can use to grow the company's customer base using direct advertising.

QUESTION FOUR (20 MARKS)

- a) Define interactive media. (2 marks)
- b) Discuss the common types of Interactive Advertising Strategies. (8 marks)
- c) Describe the advantages and disadvantages of interactive advertising. (10 marks)

QUESTION FIVE (20 MARKS)

Explain the steps you will take in preparing an advertisement plan with the goal of matching the most effective message to promote your company's brand on radio, television and websites.