



*(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 426**

**COURSE TITLE: COMMERCIAL WRITING**

**DATE: 2<sup>ND</sup> SEPTEMBER, 2022**

**TIME: 9.00 - 11.00AM**

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#### **INSTRUCTION TO CANDIDATES**

Answer Question **ONE** and any other **TWO** Questions. Marks will only be awarded to well-articulated, supported and practical-oriented answers.

**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)**

- a) Design and draw a sports commercial for this year's World Cup Champions to appear in a newly launched sports magazine entitled *World Cup – Africa Edition*. (6 marks)
- b) Examine six basic consumer rights that consumers of food stuffs bought from supermarkets and food stores are entitled to. Provide practical/tangible incidents/examples for each point. (12 marks)
- c) Briefly explain four advantages of using animated commercials compared to posters. (4 marks)
- d) Explore four reasons why television commercials are copyrighted. (8 marks)

**QUESTION TWO (20 MARKS)**

- a) Making reference to radio or television commercials currently running in various media houses in Kenya, discuss five ethical principles that dictate the production of those commercial. (5 marks)
- b) Evaluate five challenges that as a commercial writer, you may face in producing online commercials. (5 marks)
- c) Demonstrate mechanisms that you will put in place to overcome the challenges in (b) above. (10 marks)

**QUESTION THREE (20 MARKS)**

In details and with clear examples drawn from latest commercials on radio and television, discuss five key elements that make a commercial, highlighting how each is an important component of a broadcast commercial.

**QUESTION FOUR (20 MARKS)**

Basing your answer on existing radio and online commercials, explain.

- a) Five similarities that are evident in both commercials. (5 marks)
- b) Five differences that exist in both sets of commercials. (10 marks)
- c) Five challenges of producing modern billboards. (5 marks)

**QUESTION FIVE (20 MARKS)**

Making reference to five main commercials running on television stations in Kenya today, explain in details how technology has revolutionized the advertising industry in the country.