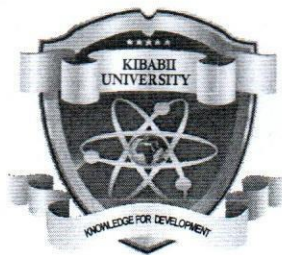


150



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2022/2023 ACADEMIC YEAR
SECOND YEAR FIRST SEMESTER**

MAIN EXAMINATION

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

COURSE CODE: JMC 212

COURSE TITLE: INTRODUCTION TO ADVERTISING

DATE: 14TH DECEMBER, 2022

TIME: 2.00 - 4.00PM

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) i. Your JMC 212 class was involved in organizing the *Kibabii Talents and Culture Week*. Design and draw an advertisement to appear in a newly launched Kibu magazine entitled *Kibu Special - First Edition* (5 marks)
- ii. Discuss five key characteristics common in advertisements that appear in your drawing in (a) i. above. (5 marks)
- b) Highlight six basic consumer rights that consumers of various goods/products bought from supermarkets are entitled to. Provide examples for each point. (10 marks)
- c) Briefly explain five advantages of using animations in an advertisement targeting a children audience. (10 marks)

QUESTION TWO (20 MARKS)

Making reference to television advertisements currently running on television in Kenya, discuss five deceptive issues that Kenyans are likely to raise.

QUESTION THREE (20 MARKS)

Quoting examples from existing adverts in Kenya today, examine five challenges that face online advertisements.

QUESTION FOUR (20 MARKS)

With clear and well explained examples, explore

- (i) Five advantages of Billboards
- (ii) Five disadvantages celebrity endorsement advertisements

QUESTION FIVE (20 MARKS)

With examples explain in details how technology has revolutionized the advertising industry in Kenya.