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(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

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

SPECIAL/ SUPPLEMENTARY EXAMINATION

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

COURSE CODE: JMA 426

COURSE TITLE: COMMERCIAL WRITING

DATE: 22ND NOVEMBER, 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)

You work for Safaricom Kenya Limited as a Sales and Advertising Manager.

- i) Discuss five advertising strategies that you will employ to popularize at least three new products that have been launched into the market ahead of the December festive season. (10 marks)
- ii) Design and draw three outdoor adverts of the new products and explain the various elements you have used to make the commercial effective. (12 marks)
- iii) Explain briefly the functions of the following in a corporate organization in the promotion and effectiveness of commercials: (8 marks)
 - Mission Statement
 - Logo/ Trade Mark
 - Service Charter
 - Corporate colours

QUESTION TWO (20 MARKS)

Making reference to practical examples drawn from the advertising industry, discuss;

- a) Five ethical complaints that have been brought up against consumer products in Kenya today.
- b) Explain how the government can solve the complaints in (a) above.

QUESTION THREE (20 MARKS)

Evaluate five strategies that the Alcohol producing industries have devised to retain and sustain their commercials in the Kenyan television stations despite protests by religious groups.

QUESTION FOUR (20 MARKS)

Making reference to five different television advertisements currently running on television in Kenya, discuss five ways how technology has revolutionized the advertising industry in Kenya.

QUESTION FIVE (20 MARKS)

- a) Examine five reasons that necessitate branding of products in an organization.
- b) Discuss the effectiveness of the following in advertisement.
 - i. Sex appeal commercials
 - ii. Celebrity endorsement commercials