



(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 AND MASS  
COMMUNICATION

COURSE CODE: JMA 424

COURSE TITLE: ADVERTISING AND PROMOTION

DATE: 23<sup>RD</sup> NOVEMBER, 2022

TIME: 8.00 - 10.00AM

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### 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)**

- a) Define advertising. (2 marks)
- b) Differentiate between commercial advertising and non-commercial advertising. (4 marks)
- c) Describe EIGHT types of traditional media that may be used in advertising. (8 marks)
- d) Explain the FOUR main objectives of advertising. (4 marks)
- e) List TEN public relation tools that can be used by an organization in its promotional activities. (5 marks)
- f) What is meant by Integrated Marketing Communications? (2 marks)
- g) Define a marketing plan and state the advantages of using one in advertising. (5 marks)

**QUESTION TWO (20 MARKS)**

- a) Outline the **merits** and **demerits** of newspaper advertising. (10 marks)
- b) Discuss FIVE factors that should be taken into consideration when developing an effective advertising campaign. (10 marks)

**QUESTION THREE (20 MARKS)**

- a) Discuss FIVE types of promotion. (10 marks)
- b) Define an advertising and promotion agency. (2 marks)
- c) Outline FOUR main roles of an advertising and promotion agency. (8 marks)

**QUESTION FOUR (20 MARKS)**

- a) Describe the steps to be followed when planning for promotional activities. (10 marks)
- b) Discuss FIVE principles of marketing in advertising and promotion. (10 marks)

**QUESTION FIVE (20 MARKS)**

- a) Define advertising ethics. (2 marks)
- b) Discuss FIVE ethical principles of advertising. (10 marks)
- c) Explain FOUR advantages of having customer service standards to an organization. (8 marks)