



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER

MAIN EXAMINATION

FOR THE DEGREE OF

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

[PUBLIC RELATIONS & ADVERTISING OPTION]

COURSE CODE: JMA 416

COURSE TITLE: NEWSPAPER ADVERTISING

DATE: 21ST APRIL, 2023

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)

- a) Newspaper Advertising as we know it is facing increasing disruption from the digital spaces, with illustrations discuss the future of newspaper advertising. (12 marks)
- b) Discuss factors to consider when designing a winning newspaper advert. (12 marks)
- c) Outline key advantages of the press as an advertising medium. (6 marks)

QUESTION TWO (20 MARKS)

With illustrations, explain why the writing of advertisement copy is essential and critical in presenting “the most persuasive selling message.”

QUESTION THREE (20 MARKS)

Describe how you will carry out a satisfactory survey on a recent advertising campaign you carried out in a newspaper.

QUESTION FOUR (20 MARKS)

Identify and explain the eight laws of design in newspaper advertising.

QUESTION FIVE (20 MARKS)

- a) Describe the role of advertising agency in newspaper advertising industry. (10 marks)
- b) Explain the meaning of the following advertising agency jargon. (10 marks)
 - i. Plans board
 - ii. Review board
 - iii. Copy
 - iv. Presentation
 - v. Voucher