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(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR**

**FIRST YEAR SECOND
SEMESTER/SPECIAL/SUPPLEMENTARY EXAMINATION**

**FOR THE DIPLOMA IN CREATIVE ADVERTISING AND PUBLIC
RELATIONS**

COURSE CODE: CRP 108

COURSE TITLE: ADVERTISING STRATEGIES

DATE: 02/08/2022

TIME: 11.00 AM-1.00 PM

INSTRUCTIONS TO CANDIDATES

Answer THREE Questions, Question 1 is compulsory

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating
This paper contains TWO printed pages

This Paper Consists of 2 Printed Pages. Please Turn Over. 

Question 1 (Compulsory)

State any SIX principles to be observed while writing a radio drama (30 marks)

Question 2

Writing for radio is said to be writing for the ear. Explain the principles considered while writing for the ear. (20 marks)

Question 3

a) Define the term Homophones: (3 marks)

b) Differentiate between these different homophones (12 marks)

i) flour/flower ii) bare/bear iii) alter/altar iv) cent/scent

v) flaw/floor vi) morning/mourning vii) weak/week

Question 4

Explain the different types of radio scripts and state where they are most appropriately used (20 marks)

Question 5

Briefly explain the different principles of broadcast script writing (20 marks)