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(UNIVERSITY OF CHOICE)

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

MAIN CAMPUS

UNIVERSITY SPECIAL EXAMINATIONS

2021/2022 ACADEMIC YEAR

FIRST YEAR SPECIAL/SUPPLEMENTARY EXAMINATIONS

FOR THE DIPLOMA

OF

PUBLIC RELATIONS AND CREATIVE ADVERTISING

COURSE CODE: DPA 101

COURSE TITLE: INTRODUCTION TO ADVERTISING

DATE: 28/07/2022

TIME: 11.00 AM-1.00 PM

INSTRUCTIONS TO CANDIDATES

Answer **QUESTION 1** and any other **TWO QUESTIONS**.

TIME: 2 Hours

1. By use of relevant examples, choose an advert of your choice and discuss aspects of communication and culture that the media (TV) utilizes in the advert to promote the product/services. 30 marks
2. State and discuss any three classification of advertising and cite relevant adverts in Kenyan media that falls under each category and explain why. 20 marks
3. Why is research important just before an introduction of a new product in to the market? 20 marks
4. a) Explain five characteristics of a social advert. 10 marks
b) Describe advertising as: 10 marks
 - i. Paid form
 - ii. Non personal presentation
 - iii. Information
 - iv. Controlled
 - v. Identifiable
5. Define Advertising and explain its nature and features. 20 marks
6. State any four advertising agencies structure and explain how they work. 20 marks