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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 SPECIAL/SUPPLEMENTARY EXAMINATION**

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

COURSE CODE: DPA 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)

a) State and explain any FIVE functions of an Advertising Agency (15 marks)

b) Describe FIVE criteria you will use to select an Advertising Agency
(15 marks)

Question 2)

State and explain the FOUR elements of an advertising strategies.(20marks)

Question 3

State and explain FOUR functions of advertising objectives. (20marks)

Question 4

You have been tasked to run an advertisement for the Journalism Department at MasindeMuliro University of Science and Technology. What are the factors that will influence your media selection for your advertisement? (20 marks)

Question 5

a) Define a Consumer (5 marks)

b) State and explain any FIVE factors about consumers that an advertiser needs to cater for
(15 marks)