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(University of Choice)

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

**MAIN CAMPUS**

**UNIVERSITY EXAMINATIONS  
2022/2023 ACADEMIC YEAR**

**THIRD YEAR SECOND SEMESTER EXAMINATIONS**

**FOR THE DEGREE  
OF  
BACHELOR OF SCIENCE IN JOURNALISM**

**COURSE CODE: JMC 309**

**COURSE TITLE: ADVERTISING, COPYWRITING AND LAYOUT**

**DATE: 24/04/2023**

**TIME: 8.00 am-10.00 am**

**INSTRUCTIONS TO CANDIDATES**

Answer Question **ONE** and any other **TWO** questions

TIME: 2 Hours

MMUST observes **ZERO** tolerance to examination cheating

**COURSE CODE: JMC201: ADVERTISING PRACTISES AND PRINCIPLES**

**COURSE TITLE:**

**DATE:**

1. a) Factors to consider in advertising is that it is;

- I. Pre-determined
- II. Intended to trigger a response
- III. Relayed through a specific channel

Discuss how the above factors can be used by an advertising agency to create an effective advertisement. **(15marks)**

b) Discuss THREE demographic factors that you may consider when narrowing down your pool of customers. **(15marks)**

2. Advertising for education, for development of public taste or for the sale of the product needs to be carefully planned. With this in mind, briefly discuss FOUR factors that need to be analyzed when planning an advertising campaign. **( 20 marks)**

3. Discuss the various devices used in advertising to attract attention and explain their values and limitations. **(20 marks)**

4. a) You are about to launch a new and exclusive clothing line that is targeted at the urban young working class, analyze how the following factors would influence their purchasing decisions;

- I. Personal factors **(5marks)**
- II. Psychological factors. **(5marks)**
- III. Social factors. **(5marks). (15marks)**

b) Briefly discuss the type of consumer behaviour that would influence the purchase of the product. **(5marks)**

5. Explain how the following ethical issues have affected advertising content;

- a) Stereotypes. **(5marks)**
- b) Exaggeration **(5marks)**
- c) Unfair advantage/competition **(5marks)**
- d) Persuasion/information. **(5marks) (20marks)**