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(University of Choice)

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

2021/2022 ACADEMIC YEAR

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

FIRST YEAR SPECIAL/SUPPLEMENTARY EXAMINATION

FOR CERTIFICATE

OF

RADIO PRODUCTION

COURSE CODE: CRP 110

**COURSE TITLE: ADVERTISING AND PRODUCTION OF RADIO
COMMERCIALS**

DATE: 04/08/2022

TIME: 8.00 AM-10.00 AM

INSTRUCTIONS TO CANDIDATES

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

TIME: 2 Hours

MMUST observes **ZERO** tolerance to examination cheating

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

1. a) What is advertising (5marks)

b) Discuss the Different between radio advertising and television advertising

(10 marks)

c) Explain the advantages of radio advertising over television advertising (20marks)

2. a) Who is a target audience in advertising? (6marks)

b) What role does research play in radio advertising? (14marks)

3. By use of relevant examples explain the following term of advertising (15marks)

a) Paid form

b) Non- personal presentation

c) An identified sponsor

4.a) Explain five aspects that one would emphasis on, in writing an effective radio commercial (10 marks)

b) In your own understanding what determines the length of a radio advert? (10marks)

5. Use relevant examples to discuss five factors that affect advertising copy positively (20marks)

6. a) Explain three popular types of radio adverts. (10 marks)

b) Discuss aspects that make a great radio jingle. (10 marks)