



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

MAIN CAMPUS

**2021/2022 ACADEMIC YEAR
SECOND YEAR SPECIAL/SUPPLEMENTARY EXAMINATION**

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

COURSE CODE: DPA 209

**COURSE TITLE: DRAMATIC COMMUNICATION AND
PRESENTATION**

DATE: 03/08/2022

TIME: 2.00 PM-4.00 PM

INSTRUCTIONS TO CANDIDATES

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

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating



1 (a) Explain **FIVE** key features of Drama used in Kenyan Television adverts. (10 Marks). (10 Marks)

(b) Illustrate **FIVE** key features of a comical television advert. (10 Marks)

(c) State **FIVE** ways in which a director can develop a character in an advert. (5 Marks)

(d) State how each of the following parts of drama helps to develop the conflict.

Rising Action (1 Mark)

Falling Action (1 Mark)

Exposition (1 Mark)

Resolution (1 Mark)

Climax (1 Mark)

2 Explain the significance of the following elements in acting. (20 Marks)

Lighting (5 Marks)

Sound (5 Marks)

Scene transitions (5 Marks)

Caricature (5 Marks)

3 (a) Explain **FIVE** reasons why dramatic adverts are more appealing compared to non-dramatic ones. (10 Marks)

(b) Explain **FIVE** ways in which drama has influenced the Kenyan advertising industry. (10 Marks)

4. Using **TEN** illustrations from local adverts available on the internet, discuss how digital advertising has revolutionized dramatic communication and presentation. (20 Marks)

5 (a) Explain the significance of music in a television advert. (10 Marks)

(b) Discuss **FIVE** roles of juxtaposition in a television advert. (10 Marks)