



(University of Choice)

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

**UNIVERSITY SPECIAL/SUPPLEMENTARY EXAMINATIONS  
2021/2022 ACADEMIC YEAR  
SECOND YEAR FIRST SEMESTER EXAMINATIONS  
FOR THE DIPLOMA  
IN  
PUBLIC RELATIONS AND CREATIVE ADVERTISING**

**COURSE CODE: DPA 203**

**COURSE TITLE: USE OF ICT IN ADVERTISING**

**DATE:** Monday 25/07/2022

**TIME:** 2:00p.m-4:00p.m

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**INSTRUCTIONS TO CANDIDATES**

Answer Questions ONE and ANY OTHER TWO.

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

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

### QUESTION ONE [30 MARKS] (COMPULSORY)

- a) Define the following terms: [5 Marks]
- i. ICT
  - ii. Publicity
  - iii. Online advertising
  - iv. Publisher
  - v. Internet
- b) Explain THREE challenges of using the internet as an advertising medium. [6 Marks]
- c) Briefly explain how mobile phones can be used for advertising. [4 Marks]
- d) Describe FIVE ways that the internet can be used for advertising. [10 Marks]
- e) Outline FIVE reasons for advertising of products and services. [5 Marks]

### QUESTION TWO [20 MARKS]

- a) Magazines are used as traditional advertising media. Outline the disadvantages of traditional advertising media over online advertising. [4 Marks]
- b) Describe TWO ways in which MMUST can use online advertising to market the programmes offered in the institution. [4 Marks]
- c) Before you promote any product, service or idea what are some of the key questions you need to ask yourself. [5 Marks]
- d) Discuss the reasons as to why computers have gained advantage over use of manual systems. [7 Marks]

### QUESTION THREE [20 MARKS]

- a) Describe TWO trends of ICT that have impacted on advertising. [4 Marks]
- b) There are major concerns such as unwanted emails from advertisers when using online advertisements. Discuss FOUR other major concerns of online advertising to advertisers as well as the viewers of the advertisement. [8 Marks]
- c) Explain THREE ICT tools used for advertising. [6 Marks]

### QUESTION FOUR [20 MARKS]

- a) State FIVE social media sites that you know. [5 Marks]
- b) Compare the social media sites in a) above in terms target audience and features used for advertising. [10 Marks]
- c) Describe FIVE advantages of advertising on social media. [5 Marks]

### QUESTION FIVE [20 MARKS]

- a) Discuss the role of ICT in advertising. [10 Marks]
- b) Describe in detail Ms. PowerPoint features that can be used to create video content that can be published online. [10 Marks]