



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

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER EXAMINATION**

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

COURSE CODE: DPA 108

COURSE TITLE: ADVERTISING STRATEGIES

DATE: 18/04/2023

TIME: 8.00 am-10.00am

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

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INSTRUCTIONS TO CANDIDATES

Question 1 (Compulsory)

Define Advertising and Explain the various roles of Advertising in the society
(30 mrks)

Question 2a)

You have been tasked with finding an advertising agency to run MMUST's campaign. What factors would you keep in mind while selecting the agency?
(20 mrks)

Question 3

Define illustration and explain the essentials of a good illustration
(20 mrks)

Question 4

What is the need and importance of Advertising Research
(20 mrks)

Question 5

You are an advertising executive in an agency and you have been tasked in selecting media for a client. Explain the factors you will consider while selecting the media to run your adverts.
(20 mrks)