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**MASINDE MULIRO UNIVERSITY OF SCIENCE AND
TECHNOLOGY (MMUST) MAIN CAMPUS
UNIVERSITY EXAMINATIONS 2020/2021 ACADEMIC YEAR**

THIRD YEAR SECOND SEMESTER EXAMS

FOR THE DEGREE

OF

**BACHELOR OF SCIENCE IN JOURNALISM AND MASS
COMMUNICATION**

COURSE CODE: JMC 313

**COURSE TITLE: PUBLIC RELATIONS & ADVERTISING
PRODUCTION**

DATE: 18/04/2023

TIME: 8.00 am-10.00 am

INSTRUCTIONS TO CANDIDATES

- Answer question 1 and any other two (2) questions
- All the University Examination Regulations Apply.

DURATION: 2 HOURS

1. Advertising production is a skilled art in composition, graphic reproduction and graphic design of advertisements. It involves various stages to realize a successful advert.

Discuss the FOUR major phases involved in production of an advert (30 marks)

2a. Public Relations is a strategised process that focuses on four important areas when carrying out research on production to achieve and maintain a favourable reputation of an organization and its brands. Discuss. (10 marks)

b. Discuss the relationship between Public relations and Advertising in communication. (10 marks)

3a. With relevant examples, discuss the role of advertising in promotion of a product. (10 marks)

b. Organization of an advertising campaign and choosing time for promotion is key during planning. Discuss. (10 marks)

4. Consumer buying behaviour is affected by psychology of advertising as well as manipulation in advertising. Discuss. (20 marks)

5. The internet has revolutionized the field of public relations and Advertising. Demonstrate ways in which Public Relations and Advertising is being practised on this platform. (20 marks)