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(University of Choice)

MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY (MMUST)

MAIN CAMPUS

UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR

FOURTH YEAR SECOND SEMESTER EXAMINATIONS

FOR THE DEGREE
OF
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

COURSE CODE: JMC 410

COURSE TITLE: RADIO, TV AND DIGITAL ADVERTISING

DATE: 17/04/2023

TIME: 8.00 - 10.00AM

INSTRUCTIONS TO CANDIDATES

Answer THREE (3) Questions. **Question 1 (One) is compulsory**

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

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

Jmc 410: Radio., TV and Digital Advertising

1. It has been said that, Marconi may have invented the Wireless and Henry Luce may have invented News Magazine, but it is Advertising that has made both Wireless and Magazines what they are today. Discuss this statement by citing examples from the tripartite relationship of the Media, Advertising and the Audience. [30 Marks]

2. *Jiburudishe* soft drink company plans to launch its products in Kakamega County. The Company Executive, however, have no knowledge of Advertisements. You as a Boutique Advertising Agency. Discuss with the company officials what they should do and what you can do for them as an Agency of your status. [20 Marks]

3. Television Commercials are deliberately expensive. Discuss. [20 Marks]

4. Although advertising is an important function of communication, it has equally been accused of promoting dangerous products to groups unlikely to be able to use them wisely. Discuss this statement by using examples from local and national media industry. [20 Marks]

5. Time is sold to advertisers by the second. The majority of sales in radio are 30- or 60-second spot announcements called spots. In TV, the 30-second spot is standard and a limited number of 15- and 10-second spots are also available.
 - a). Draw an air-time classification breakdown diagram showing how operations staff assign paid-for adverts time segments. [5 Marks]
 - b). Discuss how New Media has revolutionized the Advert industry. [20 Marks]