



(University of Choice)

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

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS  
2023/2024 ACADEMIC YEAR**

**SECOND YEAR MAIN EXAMINATIONS**

**FOR THE DEGREE  
OF  
BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

**COURSE CODE: JMC 201**

**COURSE TITLE: ADVERTISING PRACTISES AND PRINCIPLES**

**DATE: 05/12/2023**

**TIME: 3.00 pm-5.00 pm**

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**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. ►

1. a) Factors to consider in advertising is that it is;
  - i. Pre-determined
  - ii. Intended to trigger a response
  - iii. Relayed through an appropriate channel

Discuss how the above factors can be used by an advertising agency, to create an effective advertisement. **(15 marks)**

b) Discuss the importance of the FOUR P's in marketing in the field of advertising. **(15 marks)**
2. a) How do you distinguish between attention and interest? **(5 marks)**  
 b) Why is it necessary to ensure interest in advertising? **(15 marks)**
3. a) On what general principles is modern advertising based? **(5 marks)**  
 b) Discuss how advertising can be used to create wealth **(10 marks)**  
 c) How does advertising contribute to the education of the public? **(5 marks)**
4. a) Explain how advertising may be looked at as insurance and how it reduces selling costs. **(10 marks)**  
 b) How can advertising be used to increase the price of a product? **(10 marks)**
5. Briefly describe what branding is and using relevant examples, discuss its importance in advertising with specific reference to a local company that is planning to expand its business to neighboring countries. **(20 marks)**