



(University of Choice)

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

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR**

FIRST YEAR FIRST SEMESTER EXAMINATIONS

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

COURSE CODE: DPA 101

COURSE TITLE: INTRODUCTION TO ADVERTISING

DATE: 18/12/2023

TIME: 9.00 am-11.00 am

INSTRUCTIONS TO CANDIDATES

Answer QUESTION 1 and any other TWO QUESTIONS.

TIME: 2 Hours



1. a) Assume that you are in charge of advertising department in your organization and you want your organization to get publicity from the media. What strategies would you devise to get your organization publicized? **(20 marks)**
b) As an officer in charge of advertising discuss the strength of publicity over advertising in the industry **(10 marks)**
2. a) Define a social advert and explain the role it plays in a society **(10 marks)**
b) Identify five local and international agencies involved in social advertisement in Kenya and explain their role. **(10 marks)**
3. State four advertising agencies structure and explain how each works. **(20 marks)**
4. Define the following terms in advertising
 - a) Decoding **(4marks)**
 - b) Encoding **(4marks)**
 - c) Noise **(4marks)**
 - e) Explain how you would encode your advert message for effective delivery to the audience? **(8marks)**
5. Citing relevant examples, define the following terms as associated with advertising as an art. **(20 marks)**
 - a) Paid form **(4 marks)**
 - b) Controlled **(4 marks)**
 - c) Non personal **(4 marks)**
 - d) Identified sponsor **(4 marks)**
 - e) Mass communicator **(4 marks)**
6. Select a television advert of your choice and use the following elements of communication below to discuss their role in the advert. **(20 marks)**
 - i) Color
 - ii) Music
 - iii) Profession
 - iv) Age
 - v) Gender