



**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY**

(MMUST)

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER EXAMINATIONS

FOR THE DEGREE

OF

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

COURSE CODE: JMC 402

COURSE TITLE: ADVANCED ADVERTISING

DATE: 14/12/2023

TIME: 8.00 am-10.00 am

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.

DATE: 14/12/2023

TIME: 8.00 am - 10.00 am

Question 1

- a) Draft an advert copy for a real estate company that wants to lease apartment units in the multi-million building in kakamega town, that's being updated with hardwood floors and carpet, granite countertops, and new appliances, including a washer and dryer in each unit. The building is located opposite Buhungu stadium near the university (15marks)
- b) Discuss five emerging trends in digital advertising (15marks)

Question2

- a) What is Integrated Marketing Communications (IMC) (3marks)
- b) How important is advertising to IMC? (12marks)
- c) Highlight five roles performed by an advertising agency (5marks)

Question3

To sell something is not only the objective of advertisement. Discuss. (20marks)

Question 4

- a) As an element of IMC explain how packaging helps convert the minds of consumers (12marks)
- b) Explain why pR publicity is useful in the driving the overall agenda of IMC. (12marks)

Question 5

- a) Explain the main factors that accelerated the growth of direct marketing? (12marks)
- b) Briefly discuss four factors likely considered while Choosing digital Media Site for Your Marketing Work (8marks).