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(University of Choice)

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

MAIN CAMPUS

**SPECIAL AND SUPPLEMENTARY EXAMINATIONS
2023/2024 ACADEMIC YEAR**

FIRST SEMESTER EXAMINATIONS

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

COURSE CODE: DPA 203

COURSE TITLE: USE OF ICT IN ADVERTISING

DATE: 07/12/2023

TIME: 9.00 am-11.00 am

INSTRUCTIONS TO CANDIDATES

Answer **QUESTION 1** and any other **TWO QUESTIONS**.

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating



- 1 (a) State and explain **FIVE** key ICT tools used in advertising today. (10 Marks)
- (b) By use of examples Illustrate how social media marketing has revolutionized the advertising industry. (10 Marks)
- (c) State **FIVE** advantages that come with advertising on ICT platforms. (5 Marks)
- (d) Define the following.
- Search engine (1 Mark)
 - Content marketing (1 Mark)
 - Affiliate Marketing (1 Mark)
 - SMS marketing (1 Mark)
 - Social Media Marketing (1 Mark)
- 2 Explain the significance of the following in ICT advertising. (20 Marks)
- Multimedia presentations (5 Marks)
 - eICT (5 Marks)
 - Website subdomains (5 Marks)
 - Online links (5 Marks)
- 3 (a) Explain **FIVE** reasons why it is important to have a website manager for your organisation. (10 Marks)
- (b) Explain **FIVE** ways in which you can integrate ICT as an advertising strategy for your organisation (10 Marks)
4. Using **TEN** illustrations from local adverts available on the internet, discuss how digital advertising has revolutionized the advertising industry. (20 Marks)
- 5 (a) Explain the significance of live streaming adverts on social media platforms. (10 Marks)
- (b) 'ICT has made advertising cheaper and affordable to adverting agencies' by use of examples discuss this statement. (10 Marks)