



(UNIVERSITY OF CHOICE)

**MASINDE MULIRO UNIVERSITY OF SCIENCE AND  
TECHNOLOGY**

**(MMUST)**

**UNIVERSITY EXAMINATIONS**

**2022/2023 ACADEMIC YEAR**

**SECOND YEAR FIRST SEMESTER EXAMINATIONS**

**FOR**

**JOURNALISM AND MASS COMMUNICATION**

**COURSE CODE: JMC 201**

**MAIN EXAMS**

**COURSE TITLE: ADVERTISING PRINCIPLES AND  
PRACTICES**

**DATE: 06/12/2022**

**TIME: 3.00 PM-5.00 PM**

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**INSTRUCTIONS TO CANDIDATES**

Answer question ONE (30 marks) and any other TWO questions (20 marks each)

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

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

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**QUESTION ONE**

- a) Discuss any 5 media available for advertising today (10 marks)
- b) What 5 factors would you consider before choosing a media to promote your advertisement? (10 marks)
- c) What are the demographic factors to consider when drafting your advertising campaign plan (10 marks)

**QUESTION TWO**

- a) Define advertising (2 marks)
- b) Discuss the history and development of advertising (18 marks)

**QUESTION THREE**

- a) Discuss any 5 Advertising techniques (10 marks)
- b) Compare and Contrast PR and Advertising (10 marks)

**QUESTION FOUR**

- a) Discuss the Objectives of Advertising (10 marks)
- b) Outline 5 relevance of advertising to a business enterprise 10marks)

**QUESTION FIVE**

- a) Compare and contrast advertising in the pre-industrial stage and the modern advertising (15 marks)
- b) Outline any 5 features of advertising (5 marks)

201