



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**FIRST YEAR FIRST SEMESTER EXAMINATION FOR
DIPLOMA IN PUBLIC RELATIONS**

CITY CAMPUS - REGULAR

ADPR 0102: FUNDAMENTALS OF ADVERTISING

Date: 9th June, 2017

Time: 9.00 – 12.00pm

INSTRUCTIONS:

- Answer Question ONE and any other TWO



1. a) Define the term advertising (5 marks)
b) Explain the various classification of advertising(15 marks)
c) Why do organizations advertise their goods and services (10 marks)
 2. a) Explain the factors to consider when choosing an advertising medium

(10 marks)

b) What are the advantages of radio as an advertising medium? (5 marks)
 3. Explain the factors that influence consumer behavior (20 marks)
 4. With a relevant illustration, explain the product life cycle (20 marks)
 5. Explain the DAGMAR and AIDA Models of advertising (20 marks)
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