

**W1-2-60-1-6**

**JOMO KENYATTA UNIVERSITY**

**OF**

**AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2014/2015**

**YEAR 4 SEMESTER I EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE (MARKETING)**

**HBM 2403: ADVERTISING**

**DATE: APRIL 2015 TIME: 2 HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE**

1. Different ways are used to present or execute advertising messages. Discuss 5 ways. (10marks)
2. A diverse cross section of formats comprise outdoor advertising today. Discuss and give examples of five categories of outdoor media. (10marks)
3. Over the past few years there has been enormous growth in advertising. Explain five functions and effects of advertising. (10marks)

**QUESTION TWO (20 marks)**

1. Radio is the dominant advertising media in Kenya. Among the thousands of commercial messages that consumers are exposed to each day, radio advertising is unique; discuss five advantages and five disadvantages of using radio advertising. (10marks)
2. The purchase is only the visible part of a more complex decision process by the consumer of each buying decision he makes. What are the factors influencing consumer decision making process? (10marks)

**QUESTION THREE (20 marks)**

1. There are all sorts of reasons why television advertising is so brilliant at creating success for brands and business both in the short-term and the long-term. Discuss five advantages and five disadvantages of using TV advertising. (10marks)
2. Although TV is unsurpassed from a creative perspective, the media has several disadvantages that limit its use by many advertisers. Discuss five limitations of television as a medium of advertising. (10marks)

**QUESTION FOUR (20 marks)**

1. A diverse cross section of formats comprise outdoor advertising today. Discuss and give examples of five categories of outdoor media. (10marks)
2. Integrated marketing communication (IMC) is an approach to achieving the objectives of a marketing campaign, through a well-coordinated use of different promotional methods that are intended to reinforce each other. Discuss the five steps in developing IMC program. (10marks)