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MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS**

**2016/2017 ACADEMIC YEAR**

**THIRD YEAR SECOND SEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES**

**BACHELOR OF SCIENCE IN COMMUNICATION & PUBLIC RELATIONS**

**COURSE CODE: CMM 310**

**COURSE TITLE:** **PUBLIC RELATIONS &                                  ADVERTISING**

**DATE: 5TH JULY, 2017 TIME: 1100 -1300HRS**

**INSTRUCTIONS TO CANDIDATES**

Answer Question **ONE** and any other **TWO** questions

*This paper consists of* ***TWO*** *printed pages. Please turn over.*

**SECTION A – COMPULSORY (30 MARKS)**

1. (a) Explain FIVE roles of Advertising in the society. (10 Marks)

(b) With an illustration of an advertisement for Maasai Mara university communication programmes, describe the format elements of an ad.

(20 Marks)

**SECTION B – ANSWER ANY TWO QUESTIONS (40 MARKS)**

1. (a) Describe the concept of market segmentation. (4 Marks)

(b) Expound on the various methods advertisers use to segment both consumer and business markets. (16 Marks)

1. Identify the important milestones in the history of advertising.

(20 Marks)

1. Explain the development process for ads and brochures from initial concept through final production. (20 Marks)
2. Discuss FIVE types of advertising agencies. (20 Marks)

**//END**