

MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS**

**2016/2017 ACADEMIC YEAR**

**THIRD YEAR/ SECONDSEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES**

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

**COURSE CODE: CMM 318**

**COURSE TITLE: ADVERTISING & COPYWRITING**

**DATE: 7TH JULY, 2017 TIME: 1100 – 1300HRS**

**INSTRUCTIONS TO CANDIDATES**

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

*This paper consists of 2 printed pages. Please turn over.*

1. a) Explore 5 ethical issues in Advertising **(10 Marks)**

b) Explain 10 features of advertising **(20Marks)**

1. a) Identify the factors you need to consider when designing an advertising copy. **(10Marks)**

b) Elaborate in details the 5 types of advertising

**(10Marks)**

1. a) Briefly discuss the qualities of a good advertisement. **(6Marks)**

b) What is pretesting in relations to advertising **(2Marks)**

c) Discuss the benefits of pretesting and post testing in advertising

**(12Marks)**

1. a) Discuss the essentials of a good advertising appeal

**(10 Marks)**

b) Explain 5 types of appeals used in advertising **(10 Marks)**

1. a) Assess the need for advertising research. **(12 Marks)**

b) Highlight the advantages of using radio as a medium of advertising.

**(8 Marks)**

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