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MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS**

**2015/2016 ACADEMIC YEAR**

***FOURTH* YEAR *SECOND* SEMESTER**

**SCHOOL OF ARTS AND SOCIAL SCIENCES**

**BACHELOR OF COMMUICATION AND JOURNALISM**

**COURSE CODE: CMM 426**

**COURSE TITLE:** **ADVERTISING, LAYOUT AND PRODUCTION**

**DATE: MAY 2016 TIME:**

**INSTRUCTIONS TO CANDIDATES**

1. Answer Question **ONE** and any other **TWO** questions
2. Do not write anywhere on this question paper

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

**SECTION A: COMPULSORY (30 MARKS)**

**Question ONE**

1. Explain the meaning of advertising highlighting its importance to clients. **(6 marks)**
2. With concrete examples discuss THREE main categories of advertising. **(12 marks)**
3. The marketing department has nominated you to participate in the development of an advertising campaign for the university. Advise on the process of advertising. **(7 marks)**
4. Highlight the importance of understanding the product life cycle in advertising. **(5 marks)**

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

**Question TWO**

1. You have been nominated by the department to develop a copy that would be used in the university advert. Identify and explain the elements you would consider in designing the copy. **(10 marks)**
2. Design a draft advertising copy that would be used to create the advert. **(10 marks)**

**Question THREE**

1. Highlight the importance of advertising layout. **(10 marks)**
2. With illustrations describe some of the advertising layout formats. **(10 marks)**

**Question FOUR**

1. Discuss main objectives of campaign planning in advertising. **(10 marks)**
2. What factors would you consider when planning an advertising campaign? **(10 marks)**

**Question FIVE**

Develop a three-month advertising plan and promotion campaign that would be used by the department of Media, Film and Communication. **(20 marks)**