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**University Examinations 2015/2016**

FOURTH YEAR, FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE (MARKETING OPTION)

**BFB 3418: ADVERTISING**

**DATE: NOVEMBER 2015 TIME: 2HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two*** *questions*

**QUESTION ONE ((30 MARKS)**

1. Define advertising and explain its key functions. (5 Marks)
2. “Advertising is a nonpersonal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors though the various media.” Explain (15 Marks)
3. Discuss five factors to be considered when deciding on the type of media to be used in advertising a company’s products. (10 Marks)

**QUESTION TWO (20 MARKS)**

1. Explain the Integrated Marketing communication 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; (10 Marks)
2. Discuss the five-step Integrated Marketing communication process (IMC) (10 Marks)

**QUESTION THREE (20 MARKS)**

1. Effective advertising comes from good planning, good budgeting, a long term commitment and a lot of work. Discuss why you need an effective advertising plan. (10 Marks)
2. Discuss the relationship between advertising and brands. (3 Marks)
3. Explain the advertising techniques used by advertisers to achieve the desired results. (4 Marks)
4. With relevant illustrations, distinguish between advertising and public relations. (3 Marks)

**QUESTION FOUR (20 MARKS)**

1. Discuss the essential elements of creating the advertisements. (10 Marks)
2. Critically explain the effects of advertising on the society. (10 Marks)