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University Examinations 2023/2024

FIRST YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR
OF JOURNALISM AND MASS COMMUNICATION

BCJ 3151- PRINCIPLES OF ADVERTISING

DATE: APRIL 2024

TIME: 2 HOURS

1. **INSTRUCTIONS:** *Answer all questions in Section 1 and any other TWO questions from Section 2*

QUESTION ONE (30 MARKS)

- a) You are in-charge of planning an advertising campaign for COVID-19 vaccine for Pfizer pharmaceuticals. State and explain 5 factors that would influence your planning (5 Marks)
- b) Identify 4 categories of mass media you would use to ensure that the advertising messages in (1a) reach the target audience. Give an example in each category (4 Marks)
- c) Selection of a right type of advertising media is a difficult task. Any media that would be selected in (1b) must be capable of accomplishing at least the 3 main objectives of ensuring that you have selected the right media. Identify the 3 main objectives (3 Marks)
- d) State and explain 3 categories of target audience that you would be targeting in your (1a) campaign (3 Marks)
- e) Highlight 5 ethics of advertising you would adhere to while advertising in (1a) (5 Marks).
- f) You are working in a modern business enterprise and you are planning to incorporate internet advertising for your company. Discuss 5 forms of internet advertising you would consider (10 Marks)

QUESTION TWO (20 MARKS)

- a) Advertising is an element of promotion. However, it not only assists in promoting the product, but also affects the other variables of marketing mix. Discuss how advertising relates to the 7 variables of the marketing mix (14 Marks)
- b) Today cinema is an important and effective media of advertising. Suitable short films may be prepared to create a lasting impression upon the audience. State and explain 3 kinds of films used as media of advertising. (6 Marks)

QUESTION THREE (20 MARKS)

- a) You are the head of an advertising agency and one of your duties is handling media planning. What 6 steps would you take to ensure a successful media planning (12 marks)
- b) State and explain 4 approaches used in brand building (8 marks)

QUESTION FOUR (20 MARKS)

- a) Sometimes advertising does not bring Return on Investment (ROI) as expected, hence, it is considered a waste. Discuss 5 factors responsible for the waste in advertising (10 Marks)
- b) The new media looks all promising, that is why the traditional media and almost everyone is embracing it. However, advertisers have their own fears when it comes to internet advertising. Explain 5 reasons attributed to the uncertainty in internet advertising (10 marks)

QUESTION FIVE (20 MARKS)

- a) Advertising is not a one man's show, several participants are involved. Identify 5 group of people actively involved and state their role (10 marks)
- b) With the help of an example in each category, discuss 5 categories of products on the basis of product segmentation (10 marks)