



UNIVERSITY EXAMINATIONS
SECOND YEAR EXAMINATION FOR THE AWARD OF THE
DIPLOMA IN JOURNALISM AND MASS COMMUNICATION
FIRST SEMESTER 2022/2023
[SEPTEMBER-DECEMBER, 2022]

DJM 0210: MEDIA AND ADVERTISING

STREAM: Y2S1

TIME: 2 HOURS

DAY: MONDAY, 9:00 – 11:00 AM

DATE: 05/12/2022

INSTRUCTIONS

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

QUESTION ONE (Compulsory – 30 Marks)

- Advertising is considered vital in improving consumer economy. State and explain SIX advantages of advertising. (12 Marks)
- You have been asked to develop an advertisement for a new washing powder. Identify and explain SIX deceptive advertising claims you need to avoid while advertising. (12 Marks)
- State and explain THREE factors to consider in selecting an advertising agency to develop an advertisement for a new detergent. (6 Marks)

QUESTION TWO

- Briefly discuss the concept of Self-Regulation in advertising. (4 Marks)
- Briefly discuss sexism and stereotyping as unethical forms of advertising in Kenya. (4 Marks)
- Write short notes on the services an advertiser is likely to seek out from an advertising agency. (12 Marks)

QUESTION THREE

Peter has been employed in an advertising agency and was tasked with the responsibility assisting a client in identifying promotional strategies to be used to entice the audience to purchase a phone that was being introduced to the market.

- What are the advantages that Peter considered in selecting digital advertising as part of the advertising campaign. (4 Marks)
- Cite and explain the benefits that the company is likely to gain in carrying out exhibitions. (10 Marks)

- c) Briefly explain THREE disadvantages of using direct mail advertising in the advertising campaign in Kenya. (6 Marks)

QUESTION FOUR

- a) Distinguish between the following
- i) Advertising and Marketing (4 Marks)
 - ii) Trade Advertising and Industrial advertising (4 Marks)
 - iii) Comparative and False advertising (4 Marks)
- b) Explain FOUR benefits of consumer protection laws in Kenya (8 Marks)

QUESTION FIVE

Study this advertisement below and answer the questions that follow.

- a) Clearly identify and outline the purpose of the following elements in the advertising layout. (6 Marks)
- i) Title
 - ii) The subhead
 - iii) Illustrations
- b) Identify and explain three (3) good qualities which the advertisement copy possess. (6 Marks)
- c) Clearly State and explain the type of Layout used in this advertisement. (4 Marks)
- d) What type of advertisement is this? Briefly explain your answer. (4 Marks)

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