



KISII UNIVERSITY
UNIVERSITY EXAMINATIONS

SECOND YEAR EXAMINATION FOR THE AWARD OF
THE DIPLOMA IN JOURNALISM AND MASS COMMUNICATION
SECOND SEMESTER, 2023/2024
(JANUARY-APRIL, 2024)

DJM 0210: MEDIA ADVERTISING

STREAM: Y2 S2

TIME: 2 HOURS

DAY: TUESDAY, 12:00 – 2:00 P.M.

DATE: 23/04/2024

INSTRUCTIONS

- 1. Do not write anything on this question paper.***
- 2. Answer Question ONE (compulsory) and any other TWO Questions.***

QUESTION ONE

- a) Define the following terms in media advertising:
- Advertising (2 marks)
 - Public relations (2 marks)
 - Sales promotion (2 marks)
 - Surrogate advertising (2 marks)
- b) Explain **SIX** objectives of advertising. (12 marks)
- c) Explain **FIVE** ways in which technological and political environments affect advertising decisions. (10 marks)

QUESTION TWO

- a) Explain the factors considered in selecting an advertisement media. (10 marks)
- b) Discuss **FIVE** causes of failure of an advertisement strategy in a media organization set up. (10 marks)

QUESTION THREE

- a) Briefly discuss the following practices in advertising which are considered either unethical or illegal, giving examples in each

- i. Deceptiveness (3 marks)
- ii. Comparative advertising (3 marks)
- iii. Stereotyping (3 marks)
- iv. Puffery (3 marks)

b) Describe **FOUR** essential features of a good advertisement layout. (8 marks)

QUESTION FOUR

- a) Discuss **FIVE** roles of an advertising agency. (10 marks)
- b) Explain **FIVE** advantages of using Radio over Television as a form of advertising media. (10 marks)

QUESTION FIVE

- a) Discuss **FIVE** ethical and moral principles in media advertising. (10 marks)
- b) Elaborate the sequential stages of consumer action with reference to AIDA model. (10 marks)