



KISII UNIVERSITY
UNIVERSITY EXAMINATIONS

**THIRD YEAR EXAMINATION FOR THE AWARD OF THE DEGREE OF
BACHELOR OF ARTS IN LITERATURE, FILM STUDIES & THEATRE ARTS
SECOND SEMESTER, 2023/2024
(JANUARY-APRIL, 2024)**

FILM 321: TELEVISION ADVERTISING AND MARKETING

STREAM: Y3S2

TIME: 2 HOURS

DAY: TUESDAY, 12:00 – 2:00 P.M.

DATE: 09/04/2024

INSTRUCTIONS

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

QUESTION ONE

- Explain the meaning of marketing. (2marks)
- Explain the advantages of advertising on television over advertising on newspapers. (8marks)
- Discuss the major objectives of advertising as a major aspect in communication. (10marks)
- Briefly explain key considerations when choosing a medium to use in advertising a product/service. (10marks)

QUESTION TWO

Discuss the various types of advertising. (20marks)

QUESTION THREE

The media is the support industry to advertising. Explain how the various media are used to effectively carry out advertising. (20marks)

QUESTION FOUR

Discuss the history of advertising, from its ancient beginnings through brokers to agencies. (20marks).

QUESTION FIVE

Discuss the various concerns that have been raised around advertising. (20marks)