

# SECOND YEAR EXAMINATIONS FOR THE AWARD OF THE DIPLOMA IN JOURNALISM & MASS COMMUNICATION (Y2 S2)

## DJM 0210: MEDIA ADVERTISING

*Answer Question ONE and Any other TWO*

### Question 1

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

### Question 2

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

### Question 3

- a) Briefly discuss the following practices in advertising which are considered either unethical or illegal, giving examples in each
  - i. Deceptiveness (3 mks)
  - ii. Comparative advertising (3 mks)
  - iii. Stereotyping (3 mks)
  - iv. Puffery (3 mks)
- b) Describe **FOUR** essential features of a good advertisement layout. (8 mks)

### Question 4

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

### Question 5

- a) Discuss **FIVE** ethical and moral principles in media advertising (10 mks)

- b) Elaborate the sequential stages of consumer action with reference to AIDA model (10 mks)