



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
SECOND YEAR SECOND SEMESTER**

**SCHOOL OF ARTS AND SOCIAL SCIENCES
BACHELOR OF SCIENCE IN PUBLIC
RELATIONS**

COURSE CODE: CPR 1202

COURSE TITLE: INTRODUCTION TO ADVERTISING

DATE: 18TH APRIL 2019

TIME: 2.30PM-4.30PM

INSTRUCTIONS TO CANDIDATES

- Question **ONE** is compulsory
- Answer any other **TWO** questions

This paper consists of 2 printed pages. Please turn over.

QUESTION ONE (30mks)

- a) What is advertising and why is it necessary? (5mks)
- b) Discuss ethical issues raised by advertising and promotions (15 mks)
- c) Discuss how the internet has revolutionized advertising (10 mks)

QUESTION TWO

- a) Discuss factors one should consider when selecting the medium for advertising. (20mks)

QUESTION THREE

- Discuss five factors that can lead to waste in advertising. (20mks)

QUESTION FOUR

- Discuss the role of advertising in the Kenya. (20mks)

QUESTION FIVE

- a) Discuss the reasons advanced by organizations that advertise on television. (10mks)
- b) Discuss the role of marketing mix in relation to the promotion of products. (10mks)

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