



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2022/2023 ACADEMIC YEAR**

**FIRST YEAR SECOND SEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES  
BACHELOR OF ARTS IN COMMUNICATION &  
PUBLIC RELATIONS, COMMUNICATION &  
JOURNALISM**

**COURSE CODE: CPR 1203-1  
COURSE TITLE: INTRODUCTION TO  
ADVERTISING**

**DATE: 19/4/2023**

**TIME: 1430-1630 HRS**

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**INSTRUCTIONS TO CANDIDATES**

1. Answer question one and any other two questions.

*This paper consists of **TWO** printed pages. Please turn over*

## **QUESTION ONE**

a). Given that there is a range of media existing in Kenya both electronic and print media outline and discuss the type of factors to be considered, when choosing media for advertising purpose. (10marks)

b) A “Copy” means a written matter in any advertisement. It may consist only one word or many words. Explore the any 5 characteristics of a copy.

(10 Marks)

c) Identify and discuss five reasons why organizations advertise.

[10 marks]

## **QUESTION TWO**

a) Discuss any 5 advantages of radio advertising [05 marks]

b) You have been task by XO company to promote their new peanut butter in the Ugandan market. Discuss how you are going to venture the international market and its challenges in advertising in that country. (10 marks)

## **QUESTION THREE**

a) The nature and purpose of the advertising differ from one industry to another or across situations. Discuss the various classification of advertising ( 10 marks)

b).Highlight the Main Characteristics of Outdoor Advertising (15marks).

## **QUESTION FOUR**

Giving appropriate example, explore the various elements of an advert copy

[15 marks]

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