



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
4.30PM

TIME: 2.30PM-

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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