



# MAASAI MARA UNIVERSITY

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

**SCHOOL OF ARTS & SOCIAL  
SCIENCES  
BACHELOR OF COMMUNICATION &  
PUBLIC RELATIONS**

**COURSE CODE: CPR 3201  
COURSE TITLE: CORPORATE  
ADVERTISING**

**DATE: 29<sup>TH</sup> APRIL 2019**

**TIME: 2.30PM-4.30PM**

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**INSTRUCTIONS:**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS.**

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

**QUESTION ONE: 30 MARKS (COMPULSORY)**

- a) Define the term lateral thinking  
(2Marks)
- b) Describe three characteristics of becoming a copywriter  
(3 Marks)
- c) List and briefly describe ten elements of an advert indicating the role of each element.  
(10 Marks)
- d) Below are choices you have in selling an expensive product:
  - i. At noon at fancy restaurant near the prospect's office
  - ii. After lunch in the boardroom at office of prospect
  - iii. After work at prospect's health club while working with her
  - iv. In the evening with prospect at his home while prospect babysits his children
  - v. Any of the four above is acceptableDescribe why each is the best location in the best selling environment for what you have to sell.  
(10 Marks)
- e) Briefly describe the five steps in selling a prospect.  
(5 Marks)

**QUESTION TWO**

- a) Highlight the methods for creating harmony to space in an advert  
(10 Marks)
- b) i. What is the significance of the slippery slide in advert copy writing?  
(5 Marks)
- ii. Elucidate the meaning and purpose of "Seeds of curiosity" in advertising.  
(5 Marks)

**QUESTION THREE**

- a) i. Emotion in advertising is important. Briefly expound on three emotion principles in advertising.  
(6 Marks)
- ii. There is a relationship between music to the audience and their soul. Briefly highlight the comparative relationship between

advertising, audience and their soul.

(4 Marks)

iii. Why is it important to sell the concept and not the product in advertising?

(4 Marks)

b) What is the role of incubation in copywriting?

(6

Marks)

#### **QUESTION FOUR**

a) List and expound the main principles of editing in copywriting for an advert.

(10 Marks)

b) What are the main concepts that are reviewed for each advert?

(10 Marks)

#### **QUESTION FIVE**

a) When writing direct response advert or selling message, one needs psychological triggers. Describe the ten graphic elements of the first 64 points to consider when writing actual copy.

(10 Marks)

b) Briefly describe any five steps to writing a great copy

(10 Marks)

**//ENDS//**