



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
THIRD YEAR SECOND SEMESTER**

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

**COURSE CODE: CPR 3203-1
COURSE TITLE: CORPORATE ADVERTISING,
DESIGN & PRODUCTION**

DATE: 24/4/ 2023

TIME: 1100-1300 HRS

INSTRUCTIONS TO CANDIDATES

1. Answer questions one and any other two questions.

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

QUESTION ONE

- a) Describe FOUR main categories of advertisers
(8 Marks)
- b) Discuss the process of producing an advertising copy and materials
(12 marks)
- c) You have been hired as a graphic designer at Masai Mara University. Using relevant examples explain the principles of a good advertising copy
(10 marks)

QUESTION TWO

- (a) Explain the difference between inhouse and independent advertising agencies.
(10 Marks)
- (b) Write short notes on types of newspaper advets.
(12 Marks)

QUESTION THREE

- (a) With the aid of a diagram explain the three phases of production for electronic media
(20 Marks)

QUESTION FOUR

- (a) Provide a working definition of media planning according to George *et. al* . pointing out the various elements.
(10 marks)
- (b) Explore 5 reasons why a company may engage in advertising.

(10 Marks)

//END//