

ESSAY (100 marks)

INSTRUCTION:

This section consists of four (4) compulsory questions. Answer ALL

QUESTION 1

Advertising plays an important role as a medium of communication.

- a) Define advertising. (CLO1:C1)
(2 marks)
- b) Advertising is a type of marketing communication which refers to all the communication techniques marketers used to reach their customers and deliver their message. Explain **FOUR (4)** advertising objectives that plays an important role in business and society with appropriate example. (CLO1:C2)
(10 marks)
- c) DAGMAR model is to determine how well it's communicate information within a given budget, to the target audience
- i. Define DAGMAR. (CLO 1: C1)
(3 marks)
- ii. Describe in detail the implication of the DAGMAR model. (CLO1:C2)
(10 marks)

QUESTION 2

- a) Advertising perform a variety of functions, and when executed correctly, its effect may be dramatic. List **SEVEN (7)** functions of advertising as marketing tools. (CLO1:C1)
(7 marks)
- b) List **THREE (3)** differences between deceptive and offensiveness advertising. (CLO1:C1)
(6 marks)
- b) Explain briefly **FOUR (4)** economic impacts of advertising with appropriate example. (CLO1:C1)
(12 marks)

EXAMINATION AND EVALUATION DIVISION
DEPARTMENT OF POLYTECHNIC EDUCATION
(MINISTRY OF HIGHER EDUCATION)

COMMERCE DEPARTMENT

FINAL EXAMINATION
JUNE 2012 SESSION

PM503: ADVERTISING

DATE: 23 NOVEMBER 2012(FRIDAY)
DURATION: 2 HOURS (2.30 PM - 4.30 PM)

This paper consists of **FOUR(4)** pages including the front page.
Essay (4 questions – answer all)

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BY THE CHIEF INVIGILATOR**

(The CLO stated is for reference only)

QUESTION 3

- a) Creativity involves combining two or more previously unconnected object or ideas to something new. Discuss **TWO (2)** roles of creativity in advertising.
(CLO3:C2)
(6 marks)
- b) Advertising appeals aim to influence the way consumers view themselves and how buying certain products can prove to be beneficial to them. Discuss **TWO (2)** types of advertising appeals commonly used by an advertiser.
(CLO3:C2)
(5 marks)
- c) The creative strategy is a simple written statement of the most important issues to consider in the development of an advertising or campaign. Explain briefly **SEVEN (7)** steps in writing a creative strategy.
(CLO3:C2)
(14 marks)

QUESTION 4

- a) Advertising agencies are typically compensated in three ways depending on the type and amount of services they perform. Explain any **TWO (2)** types of compensation gained by advertising agencies with appropriate example.
(CLO 3:C1)
(10 marks)
- b) Many advertising agencies specialized in a particular type of business and use their knowledge of the industry to assist the clients. Discuss **THREE (3)** types of specialized services agencies.
(CLO3:C2)
(15 marks)