



KENYATTA UNIVERSITY

**EXAMINATION FOR THE DEGREE OF BACHELOR OF EDUCATION ARTS
(COMMUNICATION AND MEDIA STUDIES)**

CCM 307: ADVERTISING AND COPYWRITING

2ND SEMESTER 2024/2025

TIME: 2 HOURS

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.

1. a) i) Briefly describe Call-To Action and its significance in copywriting. [2 marks]
ii) Write four distinct Call-to-Actions (CTAs) for an e-commerce website selling eco-friendly products. Each CTA should be designed to achieve a different specific action. [8 marks]
b) Discuss the DAGMAR model and its significance in advertising. [10 marks]
2. a) Rewrite the advertisement copy below to appeal to four distinct audience categories. For each category, briefly indicate the type of audience you are targeting and explain your considerations:

"Grow your savings with our high-interest savings account. Secure, flexible and easy to manage. Start saving today!" [8 marks]
b) Briefly discuss the significance of SEO in digital marketing. [2 marks]
3. Outline the key steps involved in planning an advertising campaign. [10 marks]
4. Explain how the effectiveness of an advertising campaign can be measured. [10 marks]
5. Discuss any FIVE emotional appeals used in copywriting. [10 marks]