



**KENYATTA UNIVERSITY**

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

**CCM 107: ADVERTISING I**

**2<sup>ND</sup> SEMESTER 2024/2025**

**TIME: 2 HOURS**

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**INSTRUCTIONS: ANSWER ALL QUESTIONS IN SECTION A AND ANY OTHER TWO IN SECTION B.**

**SECTION A: (30 MARKS)**

**QUESTION ONE**

(a) Define the following terms:

- i. Advertising (2 marks)
- ii. Integrated marketing communication (2 marks)
- iii. Promotional mix (2 marks)

(b) Explain creative strategy statements highlighting the main areas that make up a creative strategy. (6 marks)

(c) Describe three differences between traditional advertising methods and integrated marketing communication. (6 marks)

(d) Explain three limitations of using radio advertising for a newly developed car brand. (6 marks)

(e) Advise your advertising manager on the advantages of using internet over the traditional marketing media. Use examples to support your arguments. (6 marks)

## QUESTION TWO:

- (a) Assume you have been appointed the advertising agency of Goldfish Crackers a newly established potato Crips brand with over 20 flavors and varieties. You have been charged with making Goldfish Crackers the bestselling potatoes Crips in Kenya. Develop a comprehensive marketing plan detailing how you will build an integrated marketing campaigns for the brand. (10 marks)
- (b) With relevant examples, discuss marketing mix and its relevance in advertising today. (10 marks)

## QUESTION THREE:

Discuss the evolution of the mobile telephone as a communication tool between a brand and its target audience. (10 marks)

## QUESTION FOUR:

Discuss the strengths and weaknesses of radio as an advertising tool. (20 marks)

## QUESTION FIVE:

You have started a small fish selling business as a side hustle. Your target customers are the students and families living near the university and you have considered social media as the best marketing platform for your products.

- i. Describe five ways social media will influence and/or encourage a two-way dialogue between you and the buyer. (10 marks)
- ii. Social media has a diverse array of promotional vehicles. Name five of them and how each can help you promote your business. (10 marks)

141 + 141

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