



KENYATTA UNIVERSITY

EXAMINATION FOR DIPLOMA IN COMMUNICATION AND MEDIA STUDIES

CCM 038: BASICS OF ADVERTISING

2ND SEMESTER 2024/2025

TIME: 2 HOURS

INSTRUCTION:

Answer **Question One (Compulsory)** and **any other two questions**.

QUESTION ONE (COMPULSORY) – 30 MARKS

- a) Define **advertising** and explain any **Two** key elements of advertising. (6 marks)
- b) Discuss any **four** objectives of advertising, providing relevant examples. (8 marks)
- c) Explain the **functions of advertising** and how they contribute to business success. (8 marks)
- d) Advertising is effective when an advert possesses certain attributes. Identify and explain **four** key attributes of a good advertisement. (8 marks)

QUESTION TWO – 20 MARKS

- a) Discuss the roles of the following participants in advertising, giving relevant examples:
 - i. The Advertiser (5 marks)
 - ii. The Media (5 marks)
 - iii. The Advertising Agency. (5 marks)
 - iv. The Consumers. (5 marks)

QUESTION THREE – 20 MARKS

- a) Define **advertising media** and explain the significance of media selection in advertising success. (6 marks)
- b) Explain **four** major types of media advertising, highlighting their advantages and disadvantages. (14 marks)

QUESTION FOUR – 20 MARKS

- a) Discuss the **essentials of a good advertising copy**, explaining their significance in creating an effective advertisement. (10 marks)

- b) Advertising copywriting is a critical part of marketing communication. Explain the **art of copywriting** and any **four key copywriting techniques** used in the advertising industry. (10 marks)

QUESTION FIVE – 20 MARKS

- a) Advertising appeal plays a major role in capturing audience attention. Explain **four types of advertising appeal**, giving examples for each. (12 marks)
- b) Creativity is at the heart of effective advertising. Discuss the importance of **creativity in advertising** and explain **two ways** in which advertisers enhance creativity in their advertisements. (8 marks)