

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF MASTER OF ARTS IN
JOURNALISM AND MASS COMMUNICATION**

MJAC 831: ADVERTISING

STREAMS: M.A. Y1S2 (PART TIME)

TIME: 3 HOURS

DAY/DATE: THURSDAY 08/04/2021

2.30 P.M. – 5.30 P.M.

INSTRUCTIONS:

- **Answer three questions.**
 - **Question ONE is compulsory.**
 - **Write legibly.**
 - **Exam cheating is a serious offense.**
1. While marketing is the way in which you convince potential buyers that you have the right product for them, advertising is how you communicate to them the existence of the product. Discuss. (20 marks)
 2. Rapidly changing media environment is increasingly making it difficult for advertising to reach target audiences in order to communicate effectively and that consumers are no longer passive recipients of information. As an advertiser analyze how you can take advantage of this situation to sell you goods and services. (20 marks)
 3. Advertisers are finding that they can no longer build and maintain brand equity merely by spending large sums of money on media advertising because brands are becoming less about actual product and more about how people relate to them. Validate this statement. (20 marks)
 4. If a marketer needs help deciding where to advertise, a media planner can assist by suggesting tactics that match his audience. However, building a brand does not mean saturating the media with expensive ads. Critique this statement. (20 marks)
 5. Advertising manipulates us psychologically, advertisers are messing with our heads manipulating us emotionally and without our consent into buying things we don't want or need. Are you for or against this declaration? Generate an argument. (20 marks)
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