

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF**

COMM 330: COMMUNICATION AND ADVERTISING 1

STREAMS:

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 31/3/2021

8.30 AM – 10.30 AM

INSTRUCTIONS:

- Answer all questions in Section A and any other Two in Section B.

SECTION A: 30 MARKS

1.a) Advertising determines the dominant media channels in the society. Discuss. [20 Marks]

b) Use of sexual innuendos and celebrities in advertising are both common and controversial. Explain. [10 Marks]

SECTION B: 40 MARKS

2. Discuss the need for government to regulate advertising. [20 Marks]

3. Evaluate the impact of advertising in the society. [20 Marks]

4. Research at the London Business School shows that people do not necessarily watch advertisements even if they are still in the room when advertisement airs. Identify and analyze five (5) behaviours in commercial breaks. [20 Marks]

5. Evaluate the role played by advertising in the marketing mix. [20 Marks]

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