

CHUKA



UNIVERSITY

SUPPLEMENTARY / SPECIAL EXAMINATIONS

**THIRD YEAR EXAMINATION FOR THE AWARD OF BACHELOR OF ARTS IN
JOURNALISM AND MASS COMMUNICATION**

COMM 370: COMMUNICATION & ADVERTISING

STREAMS:

TIME: 2 HOURS

DAY/DATE : MONDAY 16/11/2020

8.30 A.M - 10.30 A.M.

INSTRUCTIONS:

Answer three questions

- 1) Question one is compulsory
- 2) Write legibly
- 3) Exam cheating is a serious offense

SECTION A: 30 MARKS

1(a) Describe each of the four elements needed to create promotional messages. (16 marks)

(b) Discuss what is meant by the term “balance” when applied to an advertising message.

(14 marks)

SECTION B: 40 MARKS

2. Demonstrate how an understanding of conclusion drawing assists the development of an advertising message. (20 marks)

3. Using relevant examples compare and contrast informational and transformational motivations. (20 marks)

4. Justify why back pages of magazines or facing matter often command premium advertising rates, just as prime time spots or film premieres on television always generate extra revenue for television contractors. (20 marks)

5. Media planning is a selection and scheduling exercise. Discuss. (20 marks)

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