

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

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

**COMM 370: COMMUNICATION AND ADVERTISING**

**STREAMS: BA. COMM**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 05/07/2021**

**2.30 P.M. – 4.30 P.M.**

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**INSTRUCTIONS:**

- **Answer three questions.**
- **Question one is compulsory.**
- **Write legibly.**
- **Exam cheating is a serious offense.**

**SECTION A: 30 MARKS**

1. (a) Using an illustration describe the nine (9) elements of the communication process. Why do advertisers need to understand these elements? (12 marks)
- (b) To what extent is it true that the primary function of advertising is selling? How does that fit in with three advertising objectives of informing, persuading and reminding? (18 marks)

**SECTION B: 40 MARKS**

2. Analyze three types of appeals used in advertising messages and develop three different ads for the same brand of a product of your choice each using a different appeal. (20 marks)
3. List four (4) demographic trends of interest impacting advertising in Kenya and interrogate whether these trends pose opportunities or threats to marketers. (20 marks)
4. Research at the London business of school shows that people do not necessarily watch television advertisements even if they are still in the room when advertisement airs. Identify and investigate five (5) tactics that can be used to capture and retain the attention of viewers during commercial breaks. (20 marks)

5. Some national advertisers have found they can have more impact with their advertising by running a large number of ads for a period and then running no ads at all for some time. Appraise why might such a flighting schedule be more effective than a continuous plan. (20 marks)
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