

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF BACHELOR
OF ARTS IN COMMUNICATION AND MEDIA STUDIES**

COMM 330: COMMUNICATION AND ADVERTISING I

STREAMS: BA (COMM & MEDIA)

TIME: 2 HOURS

DAY/DATE: MONDAY 02/12/2019

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS: Answer ALL questions in section A and any other TWO in section B

SECTION A (30 MARKS) – COMPULSORY

1. (a) Evaluate the impact of advertising in the society [10 marks]
- (b) Advertising determines the dominant media channels in the society. Discuss [20 marks]

SECTION B (40 MARKS)

2. Discuss five roles of advertising in communication [20 marks]
 3. Discuss the need for government to regulate advertising [20 marks]
 4. Advertising is at the edge of culture change, it does not only change culture but also takes advantage of that change. Discuss [20 marks]
 5. Evaluate the role played by advertising in the marketing mix. [20 marks]
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