

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR
OF ARTS IN COMMUNICATION AND MEDIA**

COMM 330: MEDIA AND SOCIETY

STREAMS: BA (COMM & MEDIA)

TIME: 2 HOURS

DAY/DATE: TUESDAY 5/12/2017

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- **ANSWER THREE QUESTIONS IN ALL**
- **QUESTION ONE IS COMPULSORY**
- **WRITE LEGIBLY**
- **EXAM CHEATING IS SERIOUS OFFENCE**

SECTION A: 30 MARKS

1. (a) Advertising is as old as humanity. Explain. [10 marks]
(b) Advertising is at the cutting edge of culture change, it does not only change culture but also takes advantage of that change. Discuss. [20 marks]

SECTION B: 40 MARKS

2. Evaluate the role played by advertising in the marketing mix. [20 marks]
3. Demonstrate how media planning is the least glamorous part of the advertising business, but it is central to successful campaign. [20 marks]
4. Target audience members in advertising are often defined as the “graphics” which are the measureable characteristics of the audience. Analyze the above statement. [20 marks]
5. Advertising is both lauded and criticized for the role it plays in selling products and influencing society. Discuss. [20 marks]