
CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS
RESIT/SPECIAL EXAMINATIONS**

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF

COMM 370: ADVERTISING AND COMMUNICATION II

STREAMS:

TIME: 2 HOURS

DAY/DATE: MONDAY 23/07/2018

11.30 A.M – 1.30 P.M

INSTRUCTION:

- **Answer all questions in section A and any other two in section B**
- **Write legibly**
- **Exam cheating is a serious offense**

SECTION A: 30 MARKS

1. In practice, the generation of suitable messages in advertising is derived from the creative brief. Explain. [15marks]
2. Discuss three appeals based upon the provision of information. [15marks]

SECTION B (40MARKS)

3. Discuss the need to integrate transformational and informational motives in advertising tactics. [20marks]
 4. Organization use the services of a variety of media so that they can deliver their planned messages to target audiences. Discuss. [20marks]
 5. Advertising needs to be directed at those people who are actually in the market and prepared to buy . Discuss. [20marks]
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