

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF

COMM 370: COMMUNICATION & ADVERTISING II

STREAMS:

TIME: 2 HOURS

DAY/DATE: THURSDAY 12/04/2018

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- **ANSWER THREE QUESTIONS.**
- **QUESTION ONE IS COMPULSORY.**
- **WRITE LEGIBLY.**
- **EXAM CHEATING IS A SERIOUS OFFENCE.**

SECTION A: 30 MARKS

1. (a) Describe each of the four elements needed to create promotional messages. (10 marks)
(b) Advertising is normally regarded as a tool that can persuade and change the behavior of individuals, but there is a growing number of researchers who believe that it's prime use is to defend loyal customers from attacks of competitor products, by reinforcing attitudes. Justify the statement above. (20 marks)

SECTION B: 40 MARKS

2. While use of sex in advertising has been widely proven successful across a variety of industries in terms of attracting attention, it's not always the best method to apply. As an advertiser, you must always be conscious of the personal tastes, limits and boundaries of what your target audience will find appealing and tasteful. Discuss. (20 marks)
3. The level of involvement and combination of the think/emotional dimensions that receivers bring to the decision-making process are the core concepts to be considered when creating an advertising message. Analyze the statement above. (20 marks)
4. Demonstrate how an understanding of learning and forgetting by individuals affect the selection and use of media vehicles. (20 marks)

5. Pulsing seeks to combine the advantages of both continuity and fighting patterns of advertising. As a result it is the safest of all the options, but potentially the most expensive. Discuss. (20 marks)
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