

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

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

**COMM 330: COMMUNICATION & ADVERTISING 1**

**STREAMS: BA (COMM)**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 19/12/2024**

**2.30 P.M. – 4.30 P.M.**

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**INSTRUCTIONS:**

**Section A: Compulsory (30 Marks)**

**QUESTION 1 COMPULSORY (30 Marks)**

Discuss the evolution of advertising from traditional methods to digital platforms. Use examples to show how changes in technology and consumer behavior have influenced this evolution, and its impact on small businesses.

**Section B: Choose Two Questions (40 Marks)**

**QUESTION 2 (20 Marks)**

Discuss the key regulatory challenges in advertising today providing examples of how regulations protect consumers while showing whether current regulations are adequate in the digital age.

**QUESTION 3 (20 Marks)**

How has audience behavior during commercials changed with on-demand services like Netflix and YouTube? Suggest strategies advertisers can use to keep audience attention during breaks.

**QUESTION 4 (20 Marks)**

Why should the government regulate advertising? Discuss using examples of false or harmful ads, and suggest improvements for regulating digital ads aimed at vulnerable groups.

**QUESTION 5 (20 Marks)**

How does advertising shape consumer culture? Discuss how media selection influences the effectiveness of advertising in shaping consumer perceptions and buying behavior.

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