



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF COMMERCE

BBA 405: ADVERTISING MANAGEMENT

DATE: 3/12/2019

TIME: 8.30-10.30 AM

INSTRUCTIONS:

Answer Question ONE and any other TWO Questions.

QUESTION ONE (30 MARKS)

- a) Demonstrate your insight about what advertising is in the mass communication process. (4 marks)
- b) Outline the basic elements of a properly constructed advertising message that clearly communicates to the receiver what the message intends. (6 marks)
- c) As an accomplished marketing executive, explain clearly the popular six M's of advertising. (6 marks)
- d) Public Relations can be defined as "Building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories and events." Describe Six functions of Public Relations. (12 marks)
- e) Explain the concept of relationship marketing. (2 marks)

QUESTION TWO (20 MARKS)

Discuss the ten roles of advertising that a marketing manager can refer to when inducting interns into the organization.

QUESTION THREE (20 MARKS)

- a) The Elaboration Likelihood Model claims that there are two paths to persuasion: the central path and the peripheral path. With the aid of a diagram, illustrate the ELM model. (10 marks)
- b) The mental process of a potential buyer of a product/service consists in holding in balance three factors- need, product, price. Discuss the role of advertising that influences the decision to buy or not to buy. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Explain with relevant examples, the benefits of advertising in print. (10 marks)
- b) Describe the advantages of international advertising (10 marks)

QUESTION FIVE (20 MARKS)

- a) You work as the creative director of Exquisite Ad Inc. Discuss the factors you would consider when creating a commercial for new cereal for your client. (10 marks)
- b) Advertising is the prominent element of the promotion mix and it is persuasive in nature. Explain FIVE elements that the message should have. (10 marks)