



MACHAKOS UNIVERSITY

University Examinations 2021/2022 Academic Year

SCHOOL OF BUSINESS, ECONOMICS AND HOSPITALITY AND TOURISM

MANAGEMENT

DEPARTMENT OF BUSINESS ADMINISTRATION AND FINANCE

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF COMMERCE

BBA 405: ADVERTISING MANAGEMENT

DATE: 25/8/2022

TIME: 11.00-1.00 PM

INSTRUCTIONS

Answer Question ONE and any other TWO Questions.

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) The management of Quick Mart Supermarket approaches you seeking to know why they should use Television as an advertising media to other advertising media. Advise the management using any five justifiable reasons. (10 marks)
- b) In concluding her speech on the importance of advertising for the company, the Chief Finance Officer (CFO) gave a debatable statement that: “There is no value in spending the company’s resources in advertising”. Argue your case against the CFO’s statement giving any five reasons in your arguments. (10 marks)
- c) Companies undertake advertising as an important activity because of the numerous positive effects that it has on them. Explain any five results that advertising cannot achieve in a company. (10 marks)

QUESTION TWO (20 MARKS)

- a) Advertising is an important function in many organisations although there are criticism levied on it. Explain any five of those criticisms. (10 marks)
- b) The marketing manager of a newly established supermarket is skeptical in using Radio as a medium of advertising. Evaluate any five shortcomings of Radio ads. (10 marks)

QUESTION THREE (20 MARKS)

- a) The Managing Director of Raphtech Technologies is considering to start using internet advertising since his target customers have the digital literacy. Describe any five types of internet advertising that he is likely to use. (10 marks)
- b) Explain any five advertising execution styles that can be used by an advertising agency. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Ethan, a marketing intern in a FMCGs company is given a task of conducting advertising research for the company. Evaluate any five types of advertising research that he should focus on. (10 marks)
- b) Explain any five functions of visual elements in advertising. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Advertising is believed to be effective if the Ad message only targets a specific market segment of the product(s) being advertised. Describe any five factors that are considered when a company uses Psychographic as a variable of market segmentation. (10 marks)
- b) Describe the role of the advertising manager in an organization. (10 marks)