

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2025/2026 ACADEMIC YEAR

THIRD YEAR EXAMINATIONS FOR BACHELOR OF ARTS COMMUNICATION AND MEDIA

COMM 311: COMMUNICATION AND ADVERTISING

STREAM: R

TIME: 2 HRS

DAY: TUESDAY (14.30-16.30)

DATE: 3/2/2026

THIS QUESTION PAPER CONSISTS OF THREE (3 PAGES)

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INSTRUCTIONS:

Answer question one and any other two

QUESTION ONE

- a) Define Advertising (2 marks)
- b) Explain any three features of advertising. (6 marks)
- c) List any four functions of advertising. (4 marks)
- d) Who are the Active Participants in Advertising? Explain any three groups. (6 marks)
- e) What is the Role of Advertising in Marketing Mix? (4 marks)
- f) Marketing mix consist of four important variables of marketing. Explain these. (8 marks)

QUESTION TWO

- a) What is the interface between Advertising and Brand building? (5 marks)
- b) Explain the main approaches in Brand building. (10 marks)
- c) Discuss the merits of radio advertising. (5 marks)

QUESTION THREE

- a) Define Integrated Marketing Communication (IMC). (2 marks)
- b) Give any two main tools of Integrated Marketing Communication. (2 marks)
- c) Discuss the 8 steps involved in framing Integrated Marketing communication. (16 marks)

QUESTION FOUR

- a) Explain what is meant by:
 - i. Political advertising (3 marks)
 - ii. Advocacy advertising (3 marks)
 - iii. Social advertising (3 marks)
 - iv. Corporate image advertising (3 marks)
 - v. Financial advertising (2 marks)

- b) Selection of a right type of advertising media is a difficult task. Any media that is selected must be capable of accomplishing at least the three main objectives.
Explain these. (6 marks)

QUESTION FIVE

- a) Critique the criticisms that have brought forth against advertising. (10 marks)
- b) Elaborate the steps involved in media planning (10 marks)