

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2023/2024 ACADEMIC YEAR

**THIRD YEAR EXAMINATION FOR BACHELOR
OF COMMUNICATION AND MEDIA STUDIES/BA
(ENGLISH AND COMMUNICATION)**

COMM 311: COMMUNICATION AND ADVERTISING

STREAM: R

TIME: 2 HRS

DAY: WEDNESDAY (14.30-16.30PM) DATE: 13/12/23

THIS QUESTION PAPER CONSISTS OF TWO (2 PAGES)

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.



INSTRUCTIONS: Answer question **ONE** and any other **TWO** questions

QUESTION ONE (30 MARKS)

- a) Define the following terminologies: (6mks)
 - i) Advertising
 - ii) Endorsement
 - iii) Advocacy advertising
- b) Explain any four features of advertising (8mks)
- c) List any four specific objectives of advertising. (4mks)
- d) Explain the four variables in the marketing mix. (12mks)

QUESTION TWO (20 MARKS)

- a) Distinguish Brand and Product (6mks)
- b) What is the interface between Advertising and Brand building? (5 mks)
- c) Explain any three Principles of Persuasion (as developed by Robert Ciadini) (9mks)

QUESTION THREE (20 MARKS)

- a) Often times advertising has been criticized, discuss these criticisms. (12mks)
- b) What is the role of advertising in society? Use any four points (8mks)

QUESTION FOUR (20 MARKS)

- a) List the four groups of people that are involved in advertising. (4mks)
- b) Explain the involvement of each of the four groups of people mentioned above. (12mks)
- c) What can be deemed unethical practice in advertising? (6mks)

QUESTION FIVE (20 MARKS)

- a) Define Integrated Marketing Communication (IMC)
- b) Explain the tools of IMC (18mks)