



**PAN AFRICA CHRISTIAN UNIVERSITY
DEPARTMENT OF COMMUNICATION, LANGUAGES AND LINGUISTICS
PRINCIPLES OF ADVERTISING – COM 303
FINAL EXAMINATION - SEPTEMBER 2020**

Instructor: Dr. Nyaga

INSTRUCTIONS:

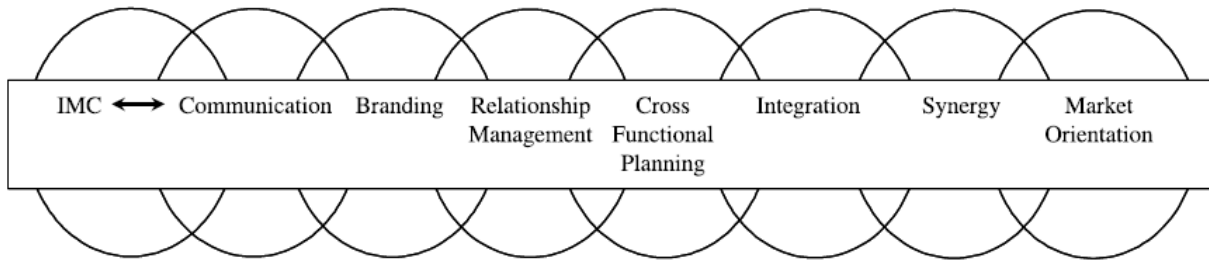
ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS

SECTION A: COMPULSORY

- 1) (a) What is advertising? (2 marks)
- (b) Give any two functions of advertising (2 marks)
- (c) Giving relevant Kenyan examples, discuss any three types of advertising. (6 marks)

SECTION B: ANSWER ANY THREE QUESTIONS

- 2) (a) What is Integrated Marketing Communications (IMC) and how did it evolve? (4 marks)
- (b) Below are the seven themes of IMC.



Using relevant examples, discuss any three of the themes, clearly demonstrating the value of IMC over the traditional advertising approach.

- 3)
 - (a) Source credibility is one of the variables in the communication system that influence consumers' processing of promotional messages. Using an example, discuss source credibility and its role in advertising.
(4 marks)
 - (b) Using relevant examples, discuss how fear and humour appeals are used in structuring advertising messages.
(6 marks)

- 4)
 - (a) Why is an understanding of consumer behaviour valuable in developing advertising and promotional programs?
(2 marks)
 - (b) Give an example of how subcultures influence consumer behaviour
(2 marks)
 - (b) Using relevant examples, critically evaluate how and why one's social class can influence their consumer behaviours.
(6 marks)

- 5) Advertising and promotion have been perceived by some as unethical. Issues raised range from language and images used, to deception, advertising and children as well as materialism and making people buy things they don't need. Using relevant examples and your knowledge of the subject and practice of advertising, discuss your perspective on whether advertising and promotion are ethical or not.
(10 marks)