



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

Instructor: Dr. Nyaga

Instructions: Answer ALL Questions

- 1) (a) Define advertising (2 marks)
(b) Giving relevant examples, show how Advertising differs from Marketing (3 marks)
(c) Integrated Marketing Communication (IMC) has emerged as a new concept in marketing and is said to be key in the practice of public relations. In your opinion, why is IMC important in PR and what is generally the role of advertising in PR? (10 marks)
- 2) (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)
- 3) 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)

- 4) (a) Marketers seem to be increasing their use of bloggers, vloggers and influencers. Explain what these terms mean and critically evaluate why some consider the use of these as deceptive. (5 marks)
- (b) Evaluate some of the advantages and disadvantages of digital media (5 marks)