



Course Code: COM 303

Course Title: Principles of Advertising

Number of students: 12

Campus: Roysambu Campus, evening.

Semester: May –August 2021

Lecturer: Juliet Mwangi

Duration: 3 hours

Instructions: Section A is Compulsory. Answer any three questions from Section B.

Section A

- 1a. Describe two elements in the promotional mix (2 marks)
- b. Give a brief outline of the evolution of integrated marketing communication (IMC) (2marks)
- c. A number of companies have been bringing back classic advertising characters, spokespeople and commercials. Give three pros and cons for this strategy (3marks)
- d. Describe the hierarchy of effects model as used in advertising. (3 marks)

Section B

Answer any three questions.

Question 2

- a. Using examples, explain five differences between an advertising appeal and execution style. (10 marks)

Question 3

- a) Discuss four reasons managers set budgets using “top-down” budgeting methods. (4 marks)

- b) Using examples, describe three organizational characteristics that influence the budgeting decision. (6 marks)

Question 4

- a) Explain how marketers might use DAGMAR in establishing objectives and describe two problems associated with the use of DAGMAR? (4 marks)
- b) Describe two reasons for advertising research (2 marks)
- c) Discuss two important considerations in conducting formal advertising research

(4marks)

Question 5

- a) Discuss two reasons why a company such as Downy, a fabric softener, uses music in advertising their product (4 marks)
- b) Safaricom and Airtel are considered leaders in Kenya's telecommunications industry; they always come up with catchy adverts that indirectly refer to the other. In relation to this, describe three ethical considerations to adhere to in advertising (6 marks)