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**GABA CAMPUS – ELDORET**  
**MAIN EXAMINATION**  
**SEPTEMBER – DECEMBER 2021 TRIMESTER**  
**SCHOOL OF BUSINESS**  
**BACHELOR OF COMMERCE**  
**DEPARTMENT OF MARKETING AND MANAGEMENT**  
**CMK 422: ADVERTISING MANAGEMENT**

<b>Date:</b> December 2021	<b>Duration:</b> 2 Hours
<b>Instructions:</b> Answer Question <b>ONE</b> and any other <b>TWO</b> Questions	

**QUESTION ONE**

- a) Given that there is a range of media existing in Kenya, discuss the type of factors to be considered, when choosing media for advertising purpose. **(10 marks)**
- b) In advertising industry, there are five players who influences the effectiveness of advertising in satisfying both the advertisers and customers' needs. Write briefly about these three organs, namely the advertiser, advertising agency and media. **(10 marks)**
- c) An advertising manager may choose to emphasize advertising over other forms of promotion. Discuss the merits and demerits of advertising. **(10 marks)**

**QUESTION TWO**

- a) Differentiate advertising from other forms of promotion. **(10 marks)**
- b) In a given promotion mix for a product, various media can be used to increase sales for a product. How would you measure the effectiveness of advertising in such a composition of promotion mix? **(10 marks)**

### **QUESTION THREE**

For an advertising campaign to succeed, many important decisions must be made.  
Discuss five of these decisions and relate them to organizations you know.

**(20 marks)**

### **QUESTION FOUR**

- a) Discuss the methods used in preparing advertising budget. **(10 marks)**
- a) Using explicit examples, discuss the classification of advertising **(10 marks)**

### **QUESTION FIVE**

- a) Elaborate on the qualities of a good ad. **(10 marks)**
- b) Discuss message execution strategies in advertising **(10 marks)**

**\*END\***