



# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

**A. M. E. C. E. A**

**MAIN EXAMINATION**

**SEPTEMBER - DECEMBER 2023**

P.O. Box 62157  
00200 Nairobi - KENYA  
Telephone: 891601-6  
Ext 1022/23/25  
Fax: 254-20-891084  
email: [exams@cuea.edu](mailto:exams@cuea.edu)  
[directorofexams@cuea.edu](mailto:directorofexams@cuea.edu)

**SCHOOL OF BUSINESS**

**DEPARTMENT OF MARKETING AND MANAGEMENT**

**BACHELOR OF COMMERCE**

**CMK 422: ADVERTISING MANAGEMENT**

**DATE: DECEMBER 2023**

**Duration: 2 Hours**

**INSTRUCTIONS: Answer Question ONE and any other TWO Questions**

**Q1.**

- a) Given that there is a range of media existing in Kenya, outline and discuss the type of factors to be considered, when choosing media for advertising purpose.

**(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)**

- c) Advertising industry cannot survive without the services of advertising agencies.

Highlight the services provided by an advertising agency:

- (a) to the advertisers

**(5 Marks)**

- (b) to the media

**(5 Marks)**

**Q2.**

- a) In advertising a product or service, an advertising manager may choose to emphasize advertising over other forms of promotion. Discuss the merits and demerits of advertising.

**(10 Marks)**

- b) For an advertising campaign to succeed, many important decisions must be made.

Discuss five of these decisions and relate them to organizations you know.

**(10 Marks)**

**Q3.**

- a) Using Kenya as an example discuss the merits and demerits of using print media as compared to electronic media. **(10 Marks)**
- b) Discuss the unethical issues advertisers should consider. **(10 Marks)**

**Q4.**

- a) Name and explain the methods commonly used in determining the size of advertising budget. **(10 Marks)**
- b) Advertising endeavors to 'turn people's minds around', as derived from the Latin word advertiser. Elaborate on the components of a good advert? **(10 Marks)**

**\*END\***

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