



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

MAIN EXAMINATION

P.O. Box 62157
00200 Nairobi - KENYA
Telephone: 891601-6
Fax: 254-20-891084
E-mail: academics@cuea.edu

AUGUST - DECEMBER 2016 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

REGULAR PROGRAMME

CMK 422: ADVERTISING MANAGEMENT

Date: DECEMBER 2016

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) Define advertising and highlight major types of advertising. **(10 Marks)**
- b) The purpose of advertising to make appeals to potential or prospective buyers/consumer, identify forms of advertising appeals and show them as evaluated or measured. **(10 Marks)**
- c) Discuss major advertising ethical issues. **(10 Marks)**
- Q2. a) Identify major players in advertising and indicate their responsibility as regards advertising. **(10 Marks)**
- b) Provide both advantages and disadvantages of using electronic media. **(10 Marks)**
- Q3. a) Bring into perspective factors considered when choosing advertising media. **(10 Marks)**
- b) Highlight what entails advertising research i.e. scope in marketing. **(10 marks)**
- Q4. Define and distinguish any 4 of the following advertising management terms
- i. Creativity **(5 marks)**
 - ii. Print Media **(5 marks)**
 - iii. Advertising effectiveness **(5 marks)**
 - iv. Challenges facing advertisement **(5 marks)**
 - v. Advertising campaigns **(5 marks)**