



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

SEPTEMBER – DECEMBER 2019 TRIMESTER

SCHOOL OF BUSINESS

DEPARTMENT OF MARKETING AND MANAGEMENT

REGULAR PROGRAMME

CMK 422: ADVERTISING MANAGEMENT

Date: DECEMBER 2019

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and any other TWO Questions

- Q1. (a) Airtel Company has presence brand in East, central and west Africa. Advise them on importance of using an advertising agency in designing advertising campaign criteria used in selecting an agency. **(10 marks)**
- (b) Explain how the marketing manager in KCB bank may evaluate the effectiveness of advertising campaign. **(10 marks)**
- (c) Discuss the various components of advertisement copy **(10 marks)**
- Q2. (a) Advertising media play a critical role in campaign planning, Explain the advertising Media Planning Process. **(14 marks)**
- (b) Explain the role of advertising in competitive business environment. **(6 marks)**
- Q3. (a) In designing an advertisement requires a detailed plan. Explain the process of developing an advertisement. **(10 marks)**

(b) Explain the advantages and disadvantages of using social media (Facebook, Instagram, twitter) as media vehicle in advertising campaign.

(10marks)

Q4. (a) Advertisers globally have been accused of advocating unethical practices through their advertising campaigns. Discuss various unethical practices in advertising.

(10 marks)

(b) Advertising campaign fails due to inadequate allocation of funds. Discuss various budgeting methods an organization may use in resource allocations.

(10marks)

END