



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

JANUARY – APRIL 2019 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

REGULAR / ODEL PROGRAMME

CMK 422: ADVERTISING MANAGEMENT

Date: APRIL 2019

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) Define the term advertising. Outline the main criteria used to classify advertising and their relevance to marketers. **(10 marks)**
- b) Various authors are in agreement that advertising is best carried out by implementing an advertising plan. Outline the stages to advertising planning. **(12 marks)**
- c) Define the following terms as used in advertising management
- i) In-house agency **(2marks)**
 - ii) Advertising research **(2marks)**
 - iii) Target audience **(2marks)**
 - iv) Advertising appeals **(2marks)**
- Q2. a) Discuss both the positive and negative economic effects of advertising in a country of your choice in Eastern Africa. **(10 marks)**
- b) Direct marketers can use a large number of channels for reaching prospects and customers. Explain (with examples) how direct marketing can be applied in Kenya. **(10 marks)**
- Q3. a) Explain the features and advantages of radio advertising. **(10 marks)**
- b) Discuss the advertising communication process. **(10 marks)**

- Q4. a) Explain the role played by advertising objectives. (10 marks)
- b) Using practical examples, discuss major advertising ethical issues. (10 marks)

END