INSTRUCTIONS:
- Answer question ONE (compulsory) and any other TWO questions

QUESTION ONE
(a) Explain any FIVE types of advertisements (10 marks)
(b) Explain any FIVE different types of audience geography (10 marks)
(c) State objectives of advertising to consumers (10 marks)

QUESTION TWO
(a) Explain FIVE functions of advertising (10 marks)
(b) Discuss the key programs of advertising in the media (10 marks)

QUESTION THREE
(a) Explain the departments involved in the production of an advertisement in an agency (10 marks)
(b) Describe FIVE campaigns involved in the production of a good advertisement (10 marks)

QUESTION FOUR
(a) State reasons why an organization would settle to use their in house advertising agency and not external (10 marks)
(b) You are an employee at nation media group and you are involved in producing programmes, explain steps involved in producing an advertisement on television. (10 marks)

QUESTION FIVE
(a) Discuss the FIVE phases of a full service advertising agency. (10 marks)
(b) State steps that will guide you to choose an external advertising agency. (10 marks)