END OF SEMESTER EXAMINATION AUGUST -2018
EXAMINATION FOR THE DIPLOMA IN PUBLIC RELATIONS
(YR II SEM I)
UNIT CODE: DMPR 1202
UNIT TITLE: ADVERTISING & SALES MANAGEMENT

DATE: 27TH AUGUST, 2018
TIME: 11:30 AM – 1:30 PM

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

QUESTION ONE
(a) As a video producer of royal media, describe how you would produce an advertisement (10 marks)
(b) In house advertising departments are important to an organization, discuss. (10 marks)
(c) State the advantages of using a newspaper in advertising (10 marks)

QUESTION TWO
(a) Explain FIVE factors to consider before producing an advertisement (10 marks)
(b) Advertisements are importance in our country however explain any FIVE criticisms labelled against it. (10 marks)

QUESTION THREE
(a) State self regulations of advertisers to advertisements before going live in the media. (10 marks)
(b) Apart from the above, describe any FIVE tools put in place to stop false advertising (10 marks)

QUESTION FOUR
(a) Describe FIVE campaigns used in production of an advertisement. (10 marks)
(b) Discuss the FIVE key programs of advertising (10 marks)

QUESTION FIVE
Discuss the following terms
(a) Publicity (4 marks)
(b) Marketing (4 marks)
(c) Public relations (4 marks)
(d) Press agency (4 marks)
(e) Sales & Promotion (4 marks)