



The Co-operative University of Kenya
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)