



The Co-operative University of Kenya
SPECIAL/SUPPLEMENTARY EXAMINATION MARCH -2019
EXAMINATION FOR THE DIPLOMA IN CO-OPERATIVE MANAGEMENT
(YR I SEM II)

UNIT CODE: CMPR 1202

UNIT TITLE: ADVERTISING AND SALES MANAGEMENT

DATE: 11TH MARCH, 2019

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

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

QUESTION ONE

- (a) State the importance of advertising in society. (10 marks)
- (b) Define the following
- (i) Advertising (2 Marks)
 - (ii) Advertising agency (2 Marks)
- (c) State the various law and ethics in sales. (6 Marks)
- (d) Give and explain five examples of New ICTs in advertising. (5 Marks)
- (e) Explain with examples the role of media research and selection in advertising. (5 Marks)

QUESTION TWO

- (a) Explain the role of print and broadcast media in advertising. (10 Marks)
- (b) Explain the various ways of measuring success in advertising. (10 Marks)

QUESTION THREE

- (a) Explain the advertising criteria. (10 Marks)
- (b) Explain reasons for using and advertising agency. (10 Marks)

QUESTION FOUR

- (a) Explain the law of copyright and ethnics in advertising. (10 Marks)
- (b) Explain the process of establishing a sales plan. (10 Marks)

QUESTION FIVE

- (a) Explain the differences between the following tools of advertising analysis. (10 Marks)
- Google Analysis
 - Rapid Analysis
 - Rapid mine
 - Markets
 - Kissmeters
- (b) Explain the advantages and disadvantages of you tube marketing. (10 Marks)