



The Co-operative University of Kenya

END OF SEMESTER EXAMINATION JUNE -2018

EXAMINATION FOR THE DIPLOMA IN PUBLIC RELATIONS

UNIT CODE: CMPR 1102

UNIT TITLE: ADVERTISING AND COPYWRITING

DATE: 4TH JUNE, 2018

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

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

QUESTION ONE

- (a) Explain any **FIVE** objectives of advertising in organizations (10 marks)
- (b) Discuss the role of media research in advertising (10 marks)
- (c) Highlight any **FIVE** characteristics of advertising (10 marks)

QUESTION TWO

- (a) Describe the following terms:
 - i. Advertising (2 marks)
 - ii. Advertising campaign (2 marks)
 - iii. Press release (2 marks)
 - iv. Marketing (2 marks)
 - v. Sales & promotion (2 marks)
- (b) Discuss **FIVE** key programs of advertising (10 marks)

QUESTION THREE

- (a) Describe **FIVE** audience geography of advertising (10 marks)
- (b) Discuss **FIVE** advertising audience in the media (10 marks)

QUESTION FOUR

- (a) Explain major departments of an advertising agency (10 marks)
- (b) Highlight any **FOUR** functions of advertising (10 marks)

QUESTION FIVE

- (a) Discuss phases of a typical advertising campaign (10 marks)
- (b) Explain reasons for using an in house department (10 marks)