



SUPPLEMENTARY EXAMINATION FOR DIPLOMA IN PUBLIC RELATIONS

ADVERTISING AND SALES MANAGEMENT - DMPR 1201

AUGUST 2019

TIME 1 ½ Hours

INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO

QUESTION ONE COMPULSORY

- a) An XYZ Communication Agency has been contracted by Telecommunication Company that has been undergoing challenges and losing revenue in their advertising strategy. As the director in charge of the project kindly advise them in finding out the best media to launch the product in the market. (8 marks)
- b) State the objectives of sales promotion (6 marks)
- c) Distinguish between sales promotion and public relations (4 marks)
- d) What are the advantages of advertising (6 marks)
- e) Describe the elements of sales promotion? (6 marks)

QUESTION TWO

- a) What is an advertising agency (2 marks)
- b) Explain the reasons why clients terminate agency relationships (6 marks)
- c) Differentiate between interactive and digital agencies? (4 marks)
- d) Describe the organisation structure in an advertising agency (8 marks)

QUESTION THREE

- a) Define an Outdoor (out of home) agency? (2 marks)
- b) Illustrate the roles of an account executive (4 marks)
- c) What are the types of clientele for agencies (3 marks)
- d) Define this commitments of an agency relationship (5 marks)
- e) What is the role of advertising (6 marks)

QUESTION FOUR

- a) Define Sales Promotion (2 marks)
- b) Explain the advantages choosing radio media? (4 marks)
- c) What are the hindrances of radio (4 marks)
- d) State the methods of consumer promotion (4 marks)
- e) State forms of outdoor media (6 Marks)