



The Co-operative University of Kenya

SPECIALS AND SUPPLEMENTARY EXAMINATION AUGUST-2019

EXAMINATION FOR THE DIPLOMA IN PUBLIC RELATIONS

UNIT CODE: CMPR 1202

UNIT TITLE: ADVERTISING AND SALES MANAGEMENT

DATE: 28TH AUGUST, 2019

TIME: 11:30 AM – 1:30 PM

INSTRUCTIONS:

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

QUESTION ONE

- (a) Explain the differences between Google Analytics and Kissmetrics. (4 Marks)
- (b) Distinguish between trademark and patent law. (4 Marks)
- (c) Define;
- (i) Advertising (4 Marks)
- (ii) Advertising Agency
- (d) Explain features that make the following social media sites adequate for advertising. (4 Marks)
- (i) Twitter
- (ii) Instagram
- (e) Explain the role of media research and selection in advertising. (7 Marks)
- (f) Explain the various features of a sales budget. (7 Marks)

QUESTION TWO

- (a) Explain the importance of advertising in society. (10 Marks)
- (b) Explain the differences between the following. (10 Marks)
- (i) Brand loyalty
- (ii) Brand preference
- (iii) Brand acceptance
- (iv) Brand awareness
- (v) Brand insistance

QUESTION THREE

- (a) Highlight the internal and external factors affecting sales. (10 Marks)
- (b) Explain the roles of print and broadcast media in advertising. (10 marks)

QUESTION FOUR

- (a) Explain the ethics in sales that govern products;
- (b) Pricing, promotion and competition in advertising. (10 Marks)
- (c) Explain the disadvantages of using You-tube and Facebook as marketing tools. (10 Marks)

QUESTION FIVE

Explain the distribution channels utilised in sales. (20 Marks)