



The Co-operative University of Kenya

END OF SEMESTER EXAMINATION DECEMBER-2019

**EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE
BUSINESS/COMMERCE**

UNIT CODE: HCOB 2413/HBM 2403

UNIT TITLE: ADVERTISING

DATE: DECEMBER, 2019

TIME:

INSTRUCTIONS:

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

QUESTION ONE

- (a) Explain the **THREE** main objectives of advertising (6 marks)
- (b) Differentiate the following classes of advertising; (4 marks)
- i) Global advertising and national advertising
 - ii) Persuasive advertising and informative advertising (4 marks)
 - iii) Financial advertising and political advertising (4 marks)
- (c) Identify any **SIX** active participants in advertising and briefly discuss their roles (12 marks)

QUESTION TWO

- (a) Explain the **FOUR** main factor that should be considered when choosing an advertising media (8 marks)
- (b) Social media is emerging to be among the top mostly used media marketers. Explain the advantages of this media option (12 marks)

QUESTION THREE

- (a) Identify and explain any **FIVE** types of press advertising (6 marks)
- (b) Fadhili Ltd. Is planning to conduct an advertising research
- i) Explain the significance of this activity to the firm (6 marks)
 - ii) Describe any for survey methods that they may employ in the process (8 marks)

QUESTION FOUR

- (a) Explain **FVIE** roles of advertising in marketing mix (10 marks)
- (b) Describe the stages involved in setting an advertising campaign (10 marks)

QUESTION FIVE

- (a) Highlight **SIX** major disadvantages of radio advertising (12 marks)
- (b) “Defining Advertising Goals for measure advertising results (DAGMA) model, identifies four stages that consumers go through after an advertisement. Explain these (8 marks)