



The Co-operative University of Kenya
END OF SEMESTER EXAMINATION AUGUST -2018
EXAMINATION FOR THE DIPLOMA IN PUBLIC RELATIONS
(YR I SEM I)

UNIT CODE: DMPR 1102

UNIT TITLE: ADVERTISING COPYWRITE

DATE: 24TH AUGUST, 2018

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

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

QUESTION ONE

- (a) Explain any FIVE types of advertisements (10 marks)
- (b) Explain any FIVE different types of audience geography (10 marks)
- (c) State objectives of advertising to consumers (10 marks)

QUESTION TWO

- (a) Explain FIVE functions of advertising (10 marks)
- (b) Discuss the key programs of advertising in the media (10 marks)

QUESTION THREE

- (a) Explain the departments involved in the production of an advertisement in an agency (10 marks)
- (b) Describe FIVE campaigns involved in the production of a good advertisement (10 marks)

QUESTION FOUR

- (a) State reasons why an organization would settle to use their in house advertising agency and not external (10 marks)
- (b) You are an employee at nation media group and you are involved in producing programmes, explain steps involved in producing an advertisement on television. (10 marks)

QUESTION FIVE

- (a) Discuss the FIVE phases of a full service advertising agency. (10 marks)
- (b) State steps that will guide you to choose an external advertising agency. (10 marks)