



The Co-operative University College of Kenya
(A Constituent College of Jomo Kenyatta University of Agriculture & Technology)

END OF SEMESTER EXAMINATIONS APRIL-2015

**EXAMINATIONS FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE
BUSINESS**

UNIT CODE: HCOB 2403

UNIT TITLE: ADVERTISING

DATE: APRIL, 2015

TIME: 9.00 A.M. – 11. 00 A.M.

INSTRUCTIONS:

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

QUESTION ONE

“As a newly recruited Brand Manager for a Kenya Co-operative Society planning to enter into the East African Community Market, demonstrate clearly using suitable and realistic examples how you are going to deal with the following in your marketing effort”.

- (a) Issues to consider when designing an advertisement that will be accepted in the region. (16 marks)
- (b) The objectives of your advertisement. (7 marks)
- (c) The choice of media to be used. (7 marks)

QUESTION TWO

“The advertising process and copy decisions are the key to the failure or success of advertising activities.” Critically analyze the above statement in the context of a Co-operative Society that is involved in more than three products or services. (20 marks)

QUESTION THREE

“The nature content structuring of an advertisement has a direct implication on the impact and effect on the targeted audience.” Discuss in the context of a rural based Sacco (20 marks)

QUESTION FOUR

With the use of appropriate examples, differentiate among: Publicity, public relations, sales promotion and consumer involvement. (20 marks)

QUESTION FIVE

Write short notes on the following

- (a) DAGMAR (5 marks)
- (b) Attitudes and attributes in advertising (5 marks)
- (c) Consumer information processing (5 marks)
- (d) Advertising testing and decision to test. (5 marks)