



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

END OF SEMESTER EXAMINATION APRIL-2015

EXAMINATION FOR THE DIPLOMA IN PUBLIC RELATIONS

UNIT TITLE: ADVERTISING AND COPYRIGHT

DATE: 27TH APRIL, 2015

TIME: 9.00 A.M. – 11. 00 A.M.

INSTRUCTIONS:

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

QUESTION ONE

- (a) Explain why advertising is any paid form of non- personal presentation and promotion of ideas goods and services by an identified sponsor. (15 marks)
- (b) Identify FIVE (5) roles of advertising in society. (5 marks)

QUESTION TWO

Discuss the FOUR categories of advertising. (20 marks)

QUESTION THREE

- (a) Explain the following concepts in advertising:
- Radio advertising
 - Internet advertising
 - Newspaper advertising
- (b) List TEN (10) determinants of advertising media (5 marks)

QUESTION FOUR

- (a) What is the role of media research in advertising? (15 marks)
- (b) Explain the ethics that guide advertisers (5 marks)

QUESTION FIVE

- (a) Discuss the importance of the law of copyright to those working in the advertising industry. (20 marks)