



FACULTY OF BUSINESS SCIENCES AND MANAGEMENT

DEPARTMENT OF MARKETING

BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING

ADVERTISING [BMA 1201]

FINAL EXAMINATION

MAY 2023

DURATION: 3 HOURS

INSTRUCTIONS

1. Answer **QUESTION ONE (Compulsory)** and any other **THREE questions**.
2. Each question carries 25 marks.
3. Begin each question on a new page.
4. Please indicate the study mode (Conventional/Block) on the cover of your answer script.

INFORMATION

1. Marks per question are as indicated.
2. Questions may be attempted in any order.
3. This paper consists of two printed pages including the cover page

QUESTION 1 (Compulsory)

Global companies are taking advantage of interactive technologies to tap consumers for message ideas and actual ads. Discuss the benefits and drawbacks of online advertising. (25 marks)

QUESTION 2

Discuss five of the major advertising media types, highlighting the strengths and weaknesses of each type. (25 marks)

QUESTION 3

Explain the following terms as used in advertising:

- a. Persuasion (5 marks)
- b. Political advertising (5 marks)
- c. Target audience (5 marks)
- d. Advertising Agencies (5 marks)
- e. Zipping and Zapping (5 marks)

QUESTION 4

- a. Analyze the implication of advertising in AIDA formula. (10 marks)
- b. State and explain the 5 functions of an advertising agency. (15 marks)

QUESTION 5

- a. Evaluate the factors affecting the selection of advertising agency. (10 marks)
- b. Discuss the Role of Advertising in Marketing Mix. (15 marks)

QUESTION 6

Advertising has become an essential marketing activity in the modern era of globalization. Discuss. (25 marks)