



FACULTY OF BUSINESS SCIENCES AND MANAGEMENT

DEPARTMENT OF MARKETING

BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING

ADVERTISING [BMA1201]

FINAL EXAMINATION

APRIL 2025

DURATION: 3 HOURS

INSTRUCTIONS

1. Answer **QUESTION ONE (Compulsory)** and any other **THREE questions**.
2. All Questions carry 25 marks each
3. Begin each question on a new page.

INFORMATION

1. This examination paper contains six [6] questions.
2. Marks per question are as indicated.
3. Questions may be attempted in any order.
4. This paper consists of three printed pages including the cover page

QUESTION 1 (Compulsory)

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

SECTION B-Answer any three questions

QUESTION 2

Using practical examples, outline the major ethical issues involved in advertising. **(25 marks)**

QUESTION 3

Using examples, critically evaluate the interface between Advertising and Brand building. **(25 marks)**

QUESTION 4

Critically analyse using practical examples of the role of advertising in the marketing mix. **(25 Marks)**

QUESTION 5

Explain the following terms as used in advertising:

- i. Impact **(5 marks)**
- ii. Media scheduling **(5 marks)**
- iii. Continuity **(5 marks)**
- iv. Reach **(5 marks)**
- v. frequency **(5 marks)**

QUESTION 6

Analyze the advantages and potential risks of using social media and other digital marketing tools for advertising. **(25 Marks)**