



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)

Using practical application and examples, critically discuss the role of Advertising in Society

(25 marks)

SECTION B

Answer any three (3) questions in this section

QUESTION 2

- a. Discuss the various functions which are performed by an advertising agency. **(15 marks)**
- b. Discuss the factors affecting selection of an advertising agency. **(10 marks)**

QUESTION 3

Using a local organization of your choice, discuss the role advertising plays to grow their market share. **(25 marks)**

QUESTION 4

Using practical examples, discuss seven online advertising techniques that are available to organizations. **(25 marks)**

QUESTION 5

Explain the following terms as used in advertising:

- i. Media mix **(5 marks)**
- ii. Media research **(5 marks)**
- iii. Integrated marketing communications **(5 marks)**
- iv. Advertising objectives **(5 marks)**
- v. Media planning **(5 marks)**

QUESTION 6

Discuss the five major participants in advertising, clearly highlighting the role that each participant plays. **(25 marks)**

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