



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF COMMERCE

BBA 405: ADVERTISING MANAGEMENT

DATE: 12/8/2021

TIME: 8.30-10.30 AM

INSTRUCTIONS:

Answer question one and any other two questions.

QUESTION ONE (30 MARKS) (COMPULSORY)

- a) The management of Mulleys supermarket approaches you to design an advertisement message for the supermarket. Evaluate any five advertisement execution styles you would consider in designing the advertisement (10 marks)
- b) In concluding her speech on the importance of advertising for the company, the Chief Finance Officer (CFO) gave a debatable statement that: “There is no value in spending the company’s resources in advertising”. Argue your case against the CFO’s statement giving any five reasons in your arguments. (10 marks)
- c) Companies undertake advertising as an important activity because of the numerous positive effects that it has on companies. Explain any five results that advertising cannot achieve in a company. (10 marks)

QUESTION TWO (20 MARKS)

- a) Explain any five principles to be considered in designing a print ad. (10 marks)
- b) The marketing manager of a newly established supermarket is skeptical in using television as a medium of advertising the supermarket. Evaluate any five shortcomings of TV ads. (10 marks)

QUESTION THREE (20 MARKS)

- a) The Managing Director of Raphtech Technologies is considering to start using internet advertising since his target customers have the digital literacy. Describe any five types of internet advertising that he is likely to use. (10 marks)
- b) Explain any five approaches to a positioning strategy. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Ethan, a marketing intern in a FMCGs company is given a task of conducting advertising research for the company. Evaluate any five types of advertising research that he should focus on. (10 marks)
- b) Explain any five objectives that organizations seek to achieve. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Advertising is believed to be effective if the Ad message only targets a specific market segment of the product(s) being advertised. Describe any five factors that are considered when a company uses Psychographic as a variable of market segmentation. (10 marks)
- b) Advertising is embraced by very many companies but there are specific criticisms levied against all advertising in general. Evaluate any five of these criticisms. (10 marks)