



MACHAKOS UNIVERSITY

University Examinations for 2016/2017 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR BACHELOR OF COMMERCE

BBA 412: ADVERTISING MANAGEMENT

DATE: 31/7/2017

TIME: 8:30 – 10:30 AM

INSTRUCTIONS:

Answer question **ONE** (*Compulsory*) and any **other two** questions

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Discuss reasons why a firm may choose to advertise its products (10 marks)
- b) What considerations must a firm make when choosing the advertisement media (10 marks)
- c) Discuss **five** challenges that a firm shall face when advertising its products (10 marks)

QUESTION TWO (20 MARKS)

- a) Using relevant examples, distinguish between advertising and sales promotion. (10 marks)
- b) What is the relevance understanding the competitors advertising strategy in determining advertising strategy for a firm? (10 marks)

QUESTION THREE (20 MARKS)

- a) Discuss five considerations in media designing. (10 marks)
- b) Discuss the various ways that a firm may segment its product market (10 marks)

QUESTION FOUR (20 MARKS)

- a) Discuss five communication techniques that an advertiser may use in advertising. (10 marks)
- b) Discuss five qualities of a good sales man. (10 marks)

QUESTION FIVE (20 MARKS)

- a) State and explain five ethical issues in advertising (15 marks)
- b) Discuss two advertising objectives that a firm may aspire to achieve (5 marks)