



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2018/2019 ACADEMIC YEAR  
THIRD YEAR SECOND SEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES  
BACHELOR OF COMMUNICATION &  
JOURNALISM**

**COURSE CODE: CMJ 3205**

**COURSE TITLE: ADVERTISING DESIGN AND  
PRODUCTION**

**DATE: 24<sup>TH</sup> APRIL, 2019**

**TIME: 1100AM - 1.30PM**

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**INSTRUCTIONS TO CANDIDATES**

Answer Question **ONE** and any other **TWO** questions

*This paper consists of 2 printed pages. Please turn over.*

1. (i) With the aid of diagram explain the three phases of production for electronic media. (10 mks)  
  
(ii) Write a 30-seconds radio commercial script. (10 mks)  
  
(iii) List the decision areas that a creature writer has to consider when writing an advertising copy. (10 mks)
2. What do you understand by the term 'story board', what relevance has it in a television commercial? Explain with the aid of diagram. (20 mks)
3. Research is key in commercial production. Discuss. (20 mks)
4. Explain modern ways of evaluating effectiveness of an advert. (20 mks)
5. Explain the activities involved in developing the media plan. (20 mks)

//ENDS//