



MAASAI MARA UNIVERSITY

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

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

COURSE CODE: CMM 426

**COURSE TITLE: ADVERTISING LAYOUT AND
PRODUCTION**

DATE: 15TH APRIL, 2019

TIME: 1100 – 1300 HRS

INSTRUCTIONS TO CANDIDATES

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

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

1. (i) Sketch a sample of an advertising layout and explain 3 formats of advertising layout. (15 mks)
(ii) With a diagram, present the advertising process. (15 mks)
2. Discuss legal/ ethical issues in advertising. (20 mks)
3. Imagine you have just formed an advertising agency immediately after graduation and your first assignment is to design a billboard for a new brand of soft drink. Explain what you will do from planning to the final product. (20 mks)
4. Critique the attached advert. (20 mks)
5. Using examples mention and explain the ways of applying research to advertising decision making. (20 mks)

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