MAASAI MARA UNIVERSITY

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

SCHOOL OF ARTS AND SOCIAL SCIENCES
BACHELOR OF SCIENCE IN PUBLIC RELATIONS

COURSE CODE: CPR 1202
COURSE TITLE: INTRODUCTION TO ADVERTISING
INSTRUCTIONS TO CANDIDATES

- Question ONE is compulsory
- Answer any other TWO questions

**QUESTION ONE (30mks)**

a) What is advertising and why is it necessary?
(5mks)

b) Discuss ethical issues raised by advertising and promotions
(15 mks)

c) Discuss how the internet has revolutionized advertising
(10 mks)

**QUESTION TWO**

a) Discuss factors one should consider when selecting the medium for advertising.
(20mks)

**QUESTION THREE**

Discuss five factors that can lead to waste in advertising.
(20mks)
QUESTION FOUR

Discuss the role of advertising in the Kenya.
(20mks)

QUESTION FIVE

a) Discuss the reasons advanced by organizations that advertise on television.
   (10mks)

b) Discuss the role of marketing mix in relation to the promotion of products.
   (10mks)

//END