



# **MAASAI MARA UNIVERSITY**

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

**SCHOOL OF ARTS & SOCIAL SCIENCES  
BACHELOR OF COMMUNICATION &  
PUBLIC RELATIONS**

**COURSE CODE: CPR 3201**

**COURSE TITLE: CORPORATE ADVERTISING**

**DATE: 29<sup>TH</sup> APRIL 2019**

**TIME: 2.30PM-4.30PM**

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**INSTRUCTIONS:**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS.**

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

### QUESTION ONE: 30 MARKS (COMPULSORY)

- a) Define the term lateral thinking (2Marks)
- b) Describe three characteristics of becoming a copywriter (3 Marks)
- c) List and briefly describe ten elements of an advert indicating the role of each element. (10 Marks)
- d) Below are choices you have in selling an expensive product:
- i. At noon at fancy restaurant near the prospect's office
  - ii. After lunch in the boardroom at office of prospect
  - iii. After work at prospect's health club while working with her
  - iv. In the evening with prospect at his home while prospect babysits his children
  - v. Any of the four above is acceptable
- Describe why each is the best location in the best selling environment for what you have to sell. (10 Marks)
- e) Briefly describe the five steps in selling a prospect. (5 Marks)

### QUESTION TWO

- a) Highlight the methods for creating harmony to space in an advert (10 Marks)
- b) i. What is the significance of the slippery slide in advert copy writing? (5 Marks)
- ii. Elucidate the meaning and purpose of "Seeds of curiosity" in advertising. (5 Marks)

### QUESTION THREE

- a) i. Emotion in advertising is important. Briefly expound on three emotion principles in advertising. (6 Marks)
- ii. There is a relationship between music to the audience and their soul. Briefly highlight the comparative relationship between advertising, audience and their soul. (4 Marks)
- iii. Why is it important to sell the concept and not the product in advertising? (4 Marks)
- b) What is the role of incubation in copywriting? (6 Marks)

### QUESTION FOUR

- a) List and expound the main principles of editing in copywriting for an advert. (10 Marks)
- b) What are the main concepts that are reviewed for each advert? (10 Marks)

### QUESTION FIVE

- a) When writing direct response advert or selling message, one needs psychological triggers. Describe the ten graphic elements of the first 64 points to consider when writing actual copy. (10 Marks)
- b) Briefly describe any five steps to writing a great copy (10 Marks)

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