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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2018/2019 ACADEMIC YEAR FOUR**

**SECOND SEMESTER EXAMINATION**

**SCHOOL OF INFORMATION SCIENCE AND TECHNOLOGY**

**FOR THE DEGREE OF BACHELOR OF INFORMATION SCIENCE**

**COURSE CODE: INS 441**

**COURSE TITLE: ADVERTISING MEDIA**

**EXAMINATION DURATION: 2 HOURS**

**DATE: 14/02/2020 TIME: 2.00-4.00 PM**

**INSTRUCTION TO CANDIDATES**

* **The examination has FIVE (5) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other TWO (2) questions from the remaining FOUR (4) questions**
* **Use sketch diagrams to illustrate your answer whenever necessary**
* **Do not carry mobile phones or any other written materials in examination room**
* **Do not write on this paper**

**This paper consists of TWO (2) printed pages *please turn over***

**QUESTION ONE (COMPULSORY)**

1. What is advertising media  **(1 mark)**
2. Explain the following active participants in advertising industry.
3. Advertiser.
4. Target Audience.
5. Advertising Agencies. **(9 Marks)**

(c) Define the term advertising and explain its evolution and development **(10 Marks)**

(d) Identify and explain any five types of advertising. **(10 Marks)**

**QUESTION TWO**

1. Discuss five factors to consider when selecting media for advertising. **(10 marks)**
2. Explain the role of advertising in the marketing mix and product life cycle. **(10 Marks)**

**QUESTION THREE**

Explain the reasons for the increase of the use of internet for advertising **(20 marks)**

**QUESTION FOUR**

Discuss the social-economic benefits of advertising in Kenya. **(20 Marks)**

**QUESTION FIVE**

1. Explain the following advertisement theories.
2. AIDA
3. DOGMAR **(12 marks)**
4. Describe the following types of advertisement given specific Kenyan examples
   1. ATL Above the line
   2. BTL Below the Line
   3. TTL Through the Line
   4. Advertising mix **(8 marks)**