



THE CO-OPERATIVE UNIVERSITY OF KENYA

END OF SEMESTER EXAMINATION NOVEMBER-2022

EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE BUSINESS
(YR IV SEM II)

UNIT CODE: BMKT 3102

UNIT TITLE: ADVERTISING

DATE: MONDAY 24TH OCTOBER, 2022

TIME: 2:00 PM – 4:00 PM

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INSTRUCTIONS:

- Answer question ONE (compulsory) and any other TWO questions

QUESTION ONE

- a) A critic says that advertising in marketing promotional mix encourages women to hate their own bodies by showing them models that are impossibly thin. Compare how a typical consumer behaviour researcher and a transformative consumer researcher might differ in their approaches to investigating this criticism. Be specific in your arguments. (6 marks)
- b) As a proponent of an advertising in marketing, discuss the advertising concept and its economic importance in Kenyan growth? (6 marks)
- c) During an internship program in an advertising company you were practically taken through advertising in practice and learnt that “The concept of advertising has several characteristics”. Explain (4 marks)
- d) Internet being one of the fast growing advertising media, discuss two (2) advantages and examine one (1) disadvantage of internet advertising (6 marks)
- e) As an advertising expert describe to a group of marketers how an advertisement is created? Describe the process (8 marks)

QUESTION TWO

- a) Briefly discuss the following:
 - i. Whether advertising manipulate consumers. (3 marks)
 - ii. Whether advertising is necessary, and whether advertisers promise miracles (3 marks)
 - iii. Advertising being one of the promotional mix in marketing mix, discuss four (4) functions of advertising in marketing (8 marks)
 - iv. In most marketing units, and as a student you have learnt several types of advertising, differentiate between three different types of advertising giving examples (6 marks)

QUESTION THREE

- a) Advertising has evolved overtime, discuss the history and development of advertising (6 marks)
- b) It is important to clearly understand advertising at different levels in marketing, clearly distinguish between local advertising and international advertising? (8 marks)
- c) In advertising creativity plays an important role in marketing promotion: how would you define creativity concept and explain its role in advertising to a group of marketing students in your university (6 marks)

QUESTION FOUR

- a) Planning in advertising is important. As an advertising champion you have been asked to capacity trainers of trainers on advertising planning, explain advertising planning and explain to the trainers of trainers the various steps in the development of an advertising plan. (10 marks)
- b) As an advertising expert explain to a marketing promotion group what is advertising copy is, and explain various types of advertising copy (4 marks)
- c) You have been given a task to evaluate an advertising, during the evaluation in your business company, discuss how would you measure advertising effectiveness. (6 marks)

QUESTION FIVE

- a) Any business is confronted with various advertising media to choose from. Given various advertising media, discuss the factors you would consider when comparing the various advertising media (6 marks)
- b) In your advertising plan, explain how would your business company set the promotional or advertising objectives. (6 marks)
- c) As a potential advertiser in a business company, discuss what would be your preferred type of media that you would use. Defend your choice of the media (4 marks)
- d) Advertising has different concepts; discuss the terms “covert advertising” and impersonality. (4 marks)