



**PAN AFRICA CHRISTIAN UNIVERSITY
DEPARTMENT OF COMMUNICATION, LANGUAGES AND LINGUISTICS
CORPORATE ADVERTISING – PRC 303
FINAL EXAMINATION – JANUARY 2021**

Instructor: Dr. Nyaga

Instructions: Answer question 1 in **Section A** and any other **three** questions in **Section B**

Section A

- 1) (a) Define advertising (2 marks)
- (b) Define corporate advertising (2 marks)
- (c) Explain the importance of appeals in advertising and give examples of any two appeals that are used in crafting advertising messages. (6 marks)

Section B

- 2) (a) In considering advertising strategy, two main schools of thought can be identified. State and differentiate the two schools. (4 marks)
- (b) Using relevant examples, explain the three Ps of Marketing communication strategy. (6 marks)
- 3) Various models are presented under advertising theories, concepts and frameworks. Some of these include sequential models, eclectic models, persuasion model, involvement model, salience model and sales promotion model.
 - (a) What is the value of models in advertising? (2 marks)
 - (b) Using relevant examples, discuss any two of these models (8 marks)

- 4) (a) What is the difference between marketing communication and brand Communication? (2 marks)
- (b) In your opinion, what is the effect of a brand's communication on its audience and the role of social responsibility in developing such communication (4marks)
- (c) Using examples, explain two current trends that affect marketing and brand Communication. (4 marks)
- 5) Advertising and promotion have been perceived by some as unethical. Issues raised range from language and images used, to deception, advertising and children as well as materialism and making people buy things they don't need. Using your knowledge of the subject and practice of advertising, discuss your perspective on whether advertising and promotion are ethical. (10 marks)