



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
ARTS IN COMMUNICATION**

JANUARY-APRIL 2024 TRIMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES AND LINGUISTICS

COURSE CODE: PRC303

COURSE TITLE: CORPORATE ADVERTISING

EXAM DATE: WEDNESDAY 10TH APRIL 2024

DURATION: 3 HOURS

TIME: 2:30PM-5:30PM

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- **Answer question ONE and any other THREE questions**
- *ALL PAC University's examination rules and regulations apply*

Q1

Research is described as "*The Magic Ingredient*" for effective advertising. You have been hired as a graduate advertising trainee to work in the

marketing research department. Which **new** methods of research would you propose? Discuss any **five (10 marks)**

Q2

As the communications officer at *Afya Bora Flours*, you are required to come up with a media plan to promote their maize meal product. Discuss the steps and activities you would undertake for this exercise **(10 marks)**

Q3

Advertising creativity is the ability to generate fresh, unique, and appropriate or relevant ideas that can be used as solutions to communication problems. As a communications executive discuss **five** divergence principles you would follow to produce a creative advert for the organization **(10 marks)**

Q4

Recently, Toyota Kenya had to rebrand to a different name. As a branding expert, discuss any **five** factors that may have been considered in choosing the new Brand name **(10 marks)**

Q5

a) A new clothing company intends to venture into the Kenyan market. Discuss the two methods you would use to segment the target market for effective advertising. **(4 marks)**

b) You are in charge of selecting a media house for an upcoming communication campaign. Discuss any three factors that you would consider in making this decision. **(6 marks)**