



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 2026 SEMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES, AND LINGUISTICS

COURSE CODE: PRC 303

COURSE TITLE: CORPORATE ADVERTISING

INSTRUCTOR: DR. CALEB RATEMO

INSTRUCTIONS

Read the instructions and questions carefully before you write the answers.

Section A is Compulsory. Attempt any TWO questions from Section B.

SECTION A – Compulsory (30 Marks)

QUESTION ONE

- a.** You are the marketing manager for a new Kenyan beverage company entering a market dominated by established brands. Your task is to design an advertising strategy to increase brand awareness and compete effectively.
 - i) Analyse how advertising can be used in your company's corporate communication to strengthen its market position. (10 marks)

b. While taking into account the structure of the advertising industry, evaluate how relationships with advertising agencies, in-house teams, and media partners can influence the success of an advertising campaign. **[10 marks]**

c. Using Telecommunication Company Safaricom, explain how corporate identity, image, and reputation are different. **[10 marks]**

SECTION B – Answer any three questions (15 Marks each)

Question TWO

a) Recommend the most effective elements of the promotional mix for a company launching a new beverage. **[5 marks]**

b) Analyse how each recommended element will influence consumer behaviour. **[5 marks]**

c) Discuss potential challenges the company may face in implementing these elements and suggest solutions. **[5 marks]**

Question THREE

A beverage company wants to increase its market share among young adults.

a) Analyse how consumer decision-making models can guide the development of effective advertising messages.

b) Recommend advertising models or frameworks that could be applied to influence young adult consumers.

c) Evaluate ethical considerations the company must account for in targeting this demographic.

Question FOUR

a) You are designing an advertising campaign for a new tech startup entering a competitive market. (5marks)

Task: Identify and apply the principles of creativity in corporate advertising to your campaign. Explain how each principle contributes to making the campaign effective.

b) Describe Five idea-generation techniques that could be applied to develop a creative advertising campaign. **[5 marks]**

c) Create a brief outline for an advertising message for a new smartphone using the principles and techniques discussed. **[5 marks]**

Question FIVE

You are the marketing manager of a popular consumer goods company preparing an advertising campaign.

- a) Analyze Five major ethical issues that could arise in your campaign. (5marks)
- b) Evaluate the potential impact of unethical advertising practices on your consumers and society at large. (5marks)
- c) Suggest Five practical strategies companies can adopt to promote ethical advertising and corporate social responsibility. **[5 marks]**