

PRC 303 – CORPORATE ADVERTISING

APRIL 2022 EXAM

DEGREE PROGRAMME

Section A – Compulsory

Question One (10 marks)

Research is described as “*The Magic Ingredient*” in 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)

Section B – Choose any three questions (30 Marks)

Question two

As the communications officer at *Unga Nzuri*, 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)

Question three

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)

Question four

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)

Question five

- 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)