



PRC 303 – CORPORATE ADVERTISING

DECEMBER 2022 EXAM

DEGREE PROGRAMME

Section A – Compulsory

Question One (10 marks)

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)**

Section B – Choose any three questions (30 Marks)

Question two

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)**

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)**

