



Pan Africa
Christian University

CAMPUS: ROYSAMBU DAY

SEMESTER: MAY AUGUST 2025

COURSE TITLE: CORPORATE ADVERTISING

COURSE CODE: PRC 303

LECTURER: JULIET MWANGI

INSTRUCTIONS: SECTION A IS **COMPULSORY**. ANSWER ANY THREE QUESTIONS FROM SECTION B.

SECTION A

QUESTION ONE – COMPULSORY

PAC University is planning to launch a short course on digital journalism. Based on your understanding of the classification of advertising, discuss **four** classifications of advertising they should use to promote the course. Use relevant examples to support your answer.

(10 Marks)

SECTION B- ANSWER ANY THREE QUESTIONS

QUESTION TWO

- a) A company is launching a new line of premium athletic shoes targeting young professionals aged 25-35 years who value style, comfort, and sustainability. With examples, propose three market segmentation techniques for the company.

(6 marks)

- b) Using relevant examples to support your answer, discuss two potential reasons a business might choose NOT to advertise.

(4marks)

QUESTION THREE

Assume you are the advertising manager for your company, and you need to launch a new line of energy drinks targeting college students. Your team needs to ensure the advertising campaign is effective and resonates with the target audience. Discuss **four** types of research the company should conduct before designing the campaign and how each will contribute to the campaign's success. (10 Marks)

QUESTION FOUR

- a. Chandaria Foundation, one of the oldest philanthropic organizations in Kenya, considers Corporate Social Investments as part of their commercial sustainability. Justify **two** advertising media they would use and how it will promote their corporate reputation. (5marks)
- b. You are in charge of selecting a media house for an upcoming communication campaign. Justify any two factors that you would consider in making this decision. **(5 marks)**

QUESTION FIVE

A well-established FMCG company, 'Nature's Best,' is struggling to differentiate itself in a saturated food market. Despite high product quality, its brand perception is weak compared to its competitors. Justify four approaches to branding, that will strengthen its brand identity, and communicate its unique position. (10 marks)