

CENTRAL UNIVERSITY



2020 / 2021 ACADEMIC YEAR
SECOND SEMESTER EXAMINATION,
SEPTEMBER 2021

CENTRAL BUSINESS SCHOOL
DEPARTMENT OF MARKETING
PRINCIPLES AND PRACTICE OF ADVERTISING
COURSE CODE: **BMK 204**
MIOTSO & MATAHEKO; MORNING, AFTERNOON &
WEEKEND
TIME DURATION: **TWO AND HALF HOURS**
EXAMINER: DR. JOSHUA DOE

INSTRUCTIONS

Answer *ANY THREE* questions.

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BY THE INVIGILATOR

Instruction: Answer any **three (3)** questions. All questions carry equal marks.

1. With the aid of a diagram, discuss all the **Nine (9)** elements of the communication process and explain its implications for the marketing communicator. *{20 marks}*

2. Message execution is an important part of advertising. Explain the concept of message execution *{2 marks}*. Discuss with relevant local examples **Six (6)** types of execution styles the marketing communicator may use to achieve his/her communication objectives. *{18 marks}*

3. Your organisation seeks to embark on an intensive promotional campaign to re-launch its brand of energy-boosting fruit drinks. As head of the marketing department, you have decided to use consumer generated messages instead of hiring an advertising agency to develop an advertising copy. Explain the concept of consumer generated messages/advertising to your team *{2 marks}*. Discuss **four (4)** benefits that your organisation stands to gain by using consumer generated messages *{12 marks}*.
 - 3b. Discuss the **three (3)** characteristics an appeal must have in order to deliver on marketing communication objectives *{6 marks}*.

4. There are different ways by which advertising agencies may be classified. Demonstrate your understanding of the under listed advertising agencies:
 - a. Full service agency *{4 marks}*
 - b. Creative boutiques *{4 marks}*
 - c. Media-buying services *{4 marks}*
 - d. Interactive agency *{4 marks}*
 - e. A la carte *{4 marks}*

5. One way companies in Ghana select advertising agencies to work with is by asking various agencies to demonstrate their capabilities in response to a live client brief – pitch. Discuss the first **Seven (7)** steps a company will go through to select an advertising agency via pitch. *{20 marks}*