



CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

OCTOBER RESIT EXAMINATION: 2017/2018

DEPARTMENT OF COMMUNICATION STUDIES

(MIOTSO CAMPUS)

COMM 205: INTRODUCTION TO ADVERTISING PRINCIPLES

TIME ALLOWED: 2 ½ HOURS

LEVEL: 200

STUDENT ID No.....

INSTRUCTIONS:

ANSWER THREE QUESTIONS IN THE ANSWER BOOKLET

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DO SO BY THE INVIGILATOR.**

LECTURER: ABENA A. GYAMPO

ANSWER THREE QUESTIONS

1. Advertising is seen differently by different professionals as the case may be. With practical examples. With examples describe advertising communication. (20 marks)
2. Discuss the arguments for and against advertising. (20 marks)
3. Explain with examples components of advertising. (20 marks)
4. With clear examples describe the three objectives of advertising. (20 marks)
5. Advertising is one of the main communication tools used by manufacturers to initiate and maintain contacts with their prospects and customers. Explain five types of advertising. (20 marks)