



CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

END OF FIRST SEMESTER EXAMINATION: 2019/2020

**DEPARTMENT OF COMMUNICATION STUDIES
(MIOTSO CAMPUS)**

COMM 205: INTRODUCTION TO ADVERTISING PRINCIPLES

TIME ALLOWED: 2 ½ HOURS

LEVEL: 200

(TOTAL:60 MARKS)

STUDENT ID No.....

INSTRUCTIONS:

ANSWER THREE(3) QUESTIONS IN THE ANSWER BOOKLET

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INVIGILATOR.**

LECTURER: ABENA A. GYAMPO

1. The advertising agency which suits the requirement of a manufacturer or trader is selected by prospective clients depending upon the type of advertisement, location of agency, credit policies, etc. With practical examples state and explain other five criteria considered by prospective clients when choosing an advertising agency. (20 marks)

2. The Marketing Mix refers to the range of activities involved in directing the flow of goods and services from the Producer to the Consumer or User. With practical examples, explain the Four 'P's of Marketing.(20 marks)

3. The advertising agency is divided into various departments entrusted with specialised functions to be performed. Explain with examples five (5) departments and the careers associated with them. (20 marks)

4. Agency/client relationship must be that of mutual trust and confidence. With practical examples explain five things clients should do in agency – client relationship. (20 marks)

5. The functions of advertising vary and are relative to the advertiser. Explain with examples five major functions of advertising. (20 marks)