



CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

END OF FIRST SEMESTER EXAMINATION: 2020/2021

DEPARTMENT OF COMMUNICATION STUDIES

(MIOTSO CAMPUS)

COMM 205: INTRODUCTION TO ADVERTISING PRINCIPLES

TIME ALLOWED: 2 ½ HOURS

LEVEL: 200

MARKING SCHEME (TOTAL: 100 MARKS)

STUDENT ID No.....

INSTRUCTIONS:

ANSWER QUESTION ONE (1) AND ANY OTHER TWO (2) QUESTIONS IN THE ANSWER BOOKLET

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LECTURER: ABENA A. GYAMPO

1. Advertising is seen differently by different professionals as the case may be. With practical examples:

a. Explain what advertising is. (5 marks)

b. Describe the human communication process in advertising. (10 marks)

c. Draw a diagram to illustrate the communication process described above. (5 marks)

Total = 20 marks

2. The positioning of an advert can be dependent on the creative effort. With practical examples explain six out of the nine guiding principles for creative advertising standards developed by the agency D'Arcy, Masius Benton & Bowles. (20 marks)

3. 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)

4. 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)

5. Advertising is one of the main communication tools used by manufacturers to initiate and maintain contacts with their prospects and customers. Discuss the five components of advertising. (20 marks)