



CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

RESIT EXAMINATION: JULY, 2021/2022

DEPARTMENT OF COMMUNICATION STUDIES

(MIOTSO CAMPUS)

COMM 205: INTRODUCTION TO ADVERTISING PRINCIPLES

TIME ALLOWED: 1 ½ HOURS

LEVEL: 200

STUDENT ID No.....

INSTRUCTIONS:

ANSWER TWO (2) QUESTIONS IN THE ANSWER BOOKLET

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INVIGILATOR.**

LECTURER: ABENA A. GYAMPO

1. Advertising is seen differently by different professionals as the case may be. With examples describe advertising communication. (50 marks)
2. Discuss the arguments for and against advertising. (50 marks)
3. Explain with examples components of advertising. (50 marks)
4. With clear examples describe the three objectives of advertising. (50 marks)