



CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

RESIT EXAMINATION

DEPARTMENT OF COMMUNICATION STUDIES

(MIOTSO CAMPUS)

COMM 205: INTRODUCTION TO ADVERTISING PRINCIPLES

TIME ALLOWED: THREE HOURS

LEVEL: 200

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. The advertising agency carry out an activity on behalf of their client against remuneration called fees. With practical examples answer the following:
 - a. What is an Advertising Agency? (10marks)
 - b. State and explain six (6) functions of an Advertising Agency. (30 marks)

2. 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. (30 marks)

3. The functions of advertising vary and are relative to the advertiser. Explain with examples five (5) major functions of advertising. (30 marks)

4. The positioning of an advert can be dependent on the creative effort. With practical examples explain six (6) out of the nine guiding principles for creative advertising standards developed by the agency D'Arcy, Masius Benton & Bowles. (30 marks)

5. Marketing Mix, a term coined by Neil Borden, are the ingredients that combine to capture and promote a brand or product's unique selling points. Explain with examples the components of the marketing mix. (30 marks)