



CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

2016/2017 END OF 1ST SEMESTER EXAMINATION

DEPARTMENT OF COMMUNICATION STUDIES
(MIOTSO CAMPUS)

COMS 205: Introduction to Advertising

TIME ALLOWED: 3 HOURS

LEVEL 200

STUDENT ID No.....

INSTRUCTIONS:

QUESTION ONE IS COMPULSORY. ANSWER TWO OTHER QUESTIONS.

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THE INVIGILATOR.**

Lecturer: Ms. A. A. Gyampo

1. Advertising is seen differently by different professionals as the case may be. With practical examples:
 - a. Explain what advertising is
 - b. Describe the human communication process in advertising.
 - c. Draw a diagram to illustrate the communication process described above. (40 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. (30 marks)

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

4. Copy writing is not done haphazardly; it requires critical thinking, meditation and experimentation of creativity. Identify and explain with examples five vital questions that should be asked before displaying a copy. (30 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 various components of advertising. (30 marks)