



**CENTRAL
UNIVERSITY**
FAITH • INTEGRITY • EXCELLENCE

END OF FIRST SEMESTER EXAMINATION 2019/2020

DEPARTMENT OF COMMUNICATION AND
LANGUAGE STUDIES

COMM 309: ADVANCED ADVERTISING

TIME ALLOWED: THREE (3) HOURS

LEVEL 300

STUDENT ID No

INSTRUCTIONS:

Answer three (3) questions in all

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INVIGILATOR

LECTURER: DR. MARIAN TSEGAH

1. You are the marketing manager of Intel Adverting. Write a brief to your advertising agency seeking to launch your new range of telephones on the market.
2. You are conducting an advertising research for your company. State any five (5) reasons why you would use a qualitative method.
3. What is market segmentation? Discuss four (4) methods you would use in segmenting a company's market.
4. Explain the terms Pretesting and Posttesting of advertisements and give four (4) reasons why you think this is a necessary exercise for any client.
5. Sources of information are good way to learn about how well products are doing on the market. Discuss primary or secondary sources of information, stating four (4) advantages of its use to the advertiser.