



CENTRAL UNIVERSITY COLLEGE

END OF SEMESTER EXAMINATION: 2016/2017

DEPARTMENT OF COMMUNICATION STUDIES

COMS 309: ADVANCED ADVERTISING

TIME ALLOWED: TWO (2) HOURS

LEVEL 400

INSTRUCTIONS:

ANSWER ALL QUESTIONS IN SECTION A AND ONLY TWO (2) QUESTIONS FROM SECTION B IN THE ANSWER BOOKLET

DO NOT TURN OVER THIS PAGE UNTIL YOU HAVE BEEN TOLD TO DO SO BY THE INVIGILATOR.

Lecturer: Dr. Marian Tsegah

SECTION A Answer all questions in this section

20 marks

1. The individual who usually handles a client's brief and asks for inputs from other departments in the agency is the
 - a. account-planner
 - b. production manager
 - c. account executive
 - d. advertising manager

2. The segmentation of markets based on individuals' age and sex is known as
 - a. usage segmentation
 - b. benefit segmentation
 - c. demographic segmentation
 - d. psychological segmentation

3. The document used in communicating within the advertising industry is known as
 - a. a memo
 - b. a draft
 - c. a brief
 - d. a communique

4. The first step in the decision making process is the stage.
 - a. consumption
 - b. evaluation
 - c. need recognition
 - d. purchasing

5. The major objective of all brand marketers is to reach
 - a. differentiated brand
 - b. brand interest
 - c. undifferentiated brands
 - d. brand loyalty

6. The moral principles that guide advertisers in the performance of their duty is called.....
 - a. advertising laws
 - b. guidelines
 - c. morality
 - d. advertising ethics

7. An agency making a cold call is its example of for a new business.
- a. soliciting
 - b. advertising
 - c. asking
 - d. networking
8. Targeting people in one region or city with specific products, goods and services is known as
- a. targeting
 - b. geographic segmentation
 - c. service marketing
 - d. benefit segmentation
9. In setting objectives, the marketer needs to be sure he satisfies all criteria including
- a. achievability
 - b. variability
 - c. clarity
 - d. identity
10. Poor communication on the part of the agency to its client can lead to
- a. their loss of the account
 - b. their meeting with the client
 - c. the dissatisfaction of the agency
 - d. an agency relationship
11. The process of finding out an advert's effectiveness after it has been shown in the market place is known as
- a. pop ups
 - b. post testing
 - c. ad-evaluation
 - d. ad-testing
12. The consumer arrives at his evoked set after he has
- a. evaluated all alternatives
 - b. discussed all possibilities
 - c. visited all stores
 - d. used all types of products

13. When a client asks for information from his/her consumers to improve his products, he is conducting
- a. information for branding
 - b. market storm
 - c. market research
 - d. sampling test
14. A company may face a myriad of problems which may lead it to restructure. Such problems include
- a. lack of products
 - b. customer dissatisfaction
 - c. customer awareness of brands
 - d. lack of education on products
15. The first step in conducting research is to
- a. analyze and define the problem
 - b. conduct background check
 - c. do a qualitative study
 - d. gather research data
16. Advertising designed to promote overall awareness of a company or enhance its image among its target audience is known as
- a. Image building
 - b. branding
 - c. corporate advertising
 - d. business communications
17. When a company wants to collect primary data direct from the marketplace about a specific problem it uses research.
- a. quantitative
 - b. formal
 - c. qualitative
 - d. informal
18. The determination of the amount of money to be used by a company in the development of its adverts is known as
- a. funding
 - b. budgeting
 - c. estimations
 - d. monitoring

19. The study of individuals to know their behavior and to develop products to suit them can be referred to as

- a. stimulus behavior
- b. target market behavior
- c. consumer behavior
- d. organizational behavior

20. The stage where a consumer uses a product and compares its level of performance to his past experience of other products is known as the Stage.

- a. evaluation stage
- b. purchase decision
- c. post evaluation
- d. alternative evaluation