

**FINAL EXAMINATION****BACHELOR OF COMMUNICATION (HONS) IN CORPORATE COMMUNICATION****COURSE : FUNDAMENTAL OF ADVERTISING****COURSE CODE : ADV3043****DURATION : 3 HOURS****INSTRUCTIONS TO CANDIDATES:**

1. This question paper consists of **TWO (2)** parts : PART A (2 questions)
: PART B (3 questions)
2. Answer ALL questions from PART A and PART B.
3. Please check to make sure that this examination pack consists of:
 - i. The Question Paper
 - ii. An Answer Booklet
4. Do not bring any material into the examination hall.
5. Please write your answer using permanent ink.

**MY KAD/
PASSPORT NO** : _____**ID. NO.** : _____**LECTURER** : _____**SECTION** : _____

DO NOT OPEN THIS QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO

This question paper consists of 3 printed pages including the front page

PART A: SHORT ANSWER

Instruction: Answer ALL questions below.

1. Advertising plays an important role in marketing communication by helping organizations deliver messages to their target audience in various ways. Briefly explain **FIVE (5)** functions of advertising. Provide examples to support your answers.
(10 marks)

2. Advertising effectiveness depends on how well communication is planned and executed to ensure messages are clearly understood by the target audience. Briefly explain **FIVE (5)** key elements of successful communication in advertising. Provide examples to support your answers.

(10 marks)

(Total: 20 marks)

PART B: LONG ESSAY

Instruction: Answer ALL questions.

1. Advertising plays an important role in influencing consumer behavior and purchase decisions throughout the buying process. Explain **FIVE (5)** factors that can trigger need recognition in the consumer decision-making process. Provide examples to support your answers.
(20 marks)
2. Advertising agencies must maintain strong professional relationships with clients to ensure long-term collaboration and effective campaign outcomes. Explain **FIVE (5)** reasons why advertising agencies lose clients. Provide examples to support your answers.
(20 marks)
3. Television commercials require careful planning before actual filming begins to ensure the production process runs smoothly and efficiently. Explain **FIVE (5)** preproduction tasks involved in the production of television commercials. Provide examples to support your answers.
(20 marks)

(TOTAL: 60 MARKS)

(TOTAL MARKS: 80 MARKS)

END OF QUESTION PAPER

