



MUEO

MOI UNIVERSITY

OFFICE OF THE DVC ACADEMIC AFFAIRS, RESEARCH AND EXTENSION

UNIVERSITY EXAMINATIONS

2015/2016 ACADEMIC YEAR

FOURTH YEAR END OF SEMESTER EXAMINATIONS

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

EXAM CODE: BBM 434

EXAM TITLE: ADVERTISING

DATE: 19TH APRIL, 2016

TIME: 9.00 A.M. – 12.00 A.M.

INSTRUCTION TO CANDIDATES

➤ **SEE INSIDE**

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BBM 434: ADVERTISING

Instructions: attempt question one and any other three. 3 hours

QUESTION ONE

- a). Explain with examples four desirable qualities of brand names (8 Mks)
- b). Brand equity is the power and value a brand has in the market place. Explain four measurements of brand equity. (8Mks)
- b) *"I know that half of my advertising budget is wasted, but I'm not sure which half"* says Lord Leverhulme. What is your take on this statement? (9Mks)

QUESTION TWO

- a). Discuss the five "Ms" as used in advertising (10 Mks)
- b) State the stages in new product development (5 Mks)

QUESTION THREE

- a). Products must be differentiated to be branded. Some products allow little variation and some are capable of high differentiation (Kotler, 2006). Discuss five differentiation tools used by companies. Give relevant examples (10 Mks)
- b). State at least five types of advertising media. (5 Mks)

QUESTION FOUR

- a). Discuss five ethical practices that should be considered in advertising. (10 Mks)
- b). Brand names come in many styles. State Five formats used by businesses to design a brand name. (5 Mks)

QUESTION FIVE

- a). State and explain five types of advertising. (7 Mks)
- b). Brand elements are those trademarkable devices that serve to identify and differentiate the brand. State five criteria's for choosing brand elements (8 Mks)

QUESTION SIX

In advertising, different creative strategies are used in order to obtain consumer attention and provoke shoppers to purchase or use a specific product. Advertisers use different ways of thinking to create catchy slogans that capture consumer attention. Creative strategies promote publicity, public relations, personal selling and promotion. Explain citing current examples creative strategies used in advertising. (15Mks)