



CHRISTIAN SERVICE UNIVERSITY COLLEGE KUMASI

FACULTY OF HUMANITIES

DEPARTMENT OF COMMUNICATION STUDIES

BACHELOR OF ARTS IN COMMUNICATION

End of Second Semester Examination, 2020/2021 Academic Year

Level 200

BACS: 212: INTRODUCTION TO ADVERTISINGNG

May, 2021

[40 marks]

Time: 1hr 15 mins

INSTRUCTION TO CANDIDATES

- **Answer TWO questions**
- **Note: marks will be awarded for clarity of expression (grammar) and logical presentation of facts**
- **Write your index number clearly at the top of the paper**

Examiner: Nelly Dorborson

Question 1

- A. Define advertising as stated by Wannof (1997)
- B. Write short notes on the following features of advertising
 - i. Communication
 - ii. Information
 - iii. Persuasion
 - iv. Profit maximization
 - v. Identified choice
- C. State and explain **three (3)** types of advertising

Question 2

- A. Define integrated marketing communication (IMC)
- B. Outline and explain **five (5)** tools of IMC
- C. State and explain **five (5)** importance of IMC

Question 3

Considering advertising as the integral part of life, outline and explain the role of advertising in society.

Question 4

- A. Briefly discuss branding?
- B. Outline and explain **four (4)** approaches to consider in brand building.