

Index number: _____ Signature _____ Date _____



**CHRISTIAN SERVICE UNIVERSITY COLLEGE
KUMASI**

FACULTY OF HUMANITIES

DEPARTMENT OF COMMUNICATION STUDIES

BACHELOR OF ARTS IN COMMUNICATION

End of First Semester Examination, 2021/2022 Academic Year

Level 300

BACS: 333: PRINCIPLES AND PRACTICE OF ADVERTISING

January, 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

Index number: _____ Signature _____ Date _____

1. A). With reference to at least two authorities, define advertising.
B). State and briefly explain five (5) features of advertising.
2. A). Define integrated marketing communication (IMC)
B). Outline and explain five tools of IMC
3. Considering advertising as the integral part of life, outline and discuss the role of advertising in society.
4. A). Define advertising agency as stated by the America Association of Advertising Agencies.
B). Briefly discuss the relationship between the client and the advertising agency.
C). Outline and explain three (3) possible services rendered by the ad agency.

ALL THE BEST.