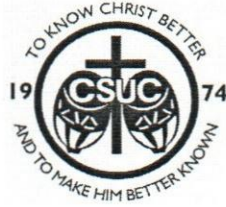


Index number: _____ Signature: _____ Date: _____



**CHRISTIAN SERVICE UNIVERSITY COLLEGE
KUMASI**

FACULTY OF HUMANITIES

DEPARTMENT OF COMMUNICATION STUDIES

BACHELOR OF ARTS IN COMMUNICATION

End of Second Semester Examination, 2018/2019 Academic Year

Level 200

BACS 212: INTRODUCTION TO ADVERTISING

May, 2019

[70 marks]

Time: 2 hrs

INSTRUCTIONS TO CANDIDATES

- Provide your answer in the **Answer Booklet**.
- Answer **question ONE and any other TWO**.
- 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 question paper.

Examiner: Dennis Sarkodie Owusu

Index number: _____ Signature: _____ Date: _____

Q1 (30 Marks)

Analyze the process of advertising in terms of the following key elements.

- a. Identification of target audience
- b. Design of the campaign message
- c. Choice of media through which to send the message

Q2 (20 Marks)

Advertising is used by modern business enterprises for certain specific objectives. Explain any **FOUR (4)** objectives of advertising.

Q3 (20 Marks)

Identify **FOUR (4)** of the key participants who are actively involved in the advertising industry and highlight the roles performed by them.

Q4 (20 Marks)

Describe **FOUR (4)** common unethical practices in advertising used by some advertisers in their adverts.

Q5 (20 Marks)

With the aid of examples, discuss the following advertising media:

- a. Print advertising
- b. Broadcast advertising
- c. Out-door advertising
- d. Promotional items