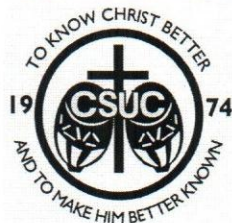


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Date.....



**CHRISTIAN SERVICE UNIVERSITY COLLEGE
KUMASI, GHANA**

FACULTY OF HUMANITIES

DEPARTMENT OF COMMUNICATION STUDIES

BACHELOR IN COMMUNICATION

END OF SECOND SEMESTER EXAMINATIONS – 2018/19 ACADEMIC YEAR

LEVEL 300

BACS 348: ADVERTISING AND SOCIETY

May, 2019

70 Marks

Time Allowed: 2 Hours

GENERAL INSTRUCTION TO CANDIDATES:

- Answer **three (3)** of the following questions
- Question 1 is compulsory. Answer any other two questions in addition.
- Present all answers in essay form
- Marks will be awarded for clarity of expression of ideas, orderly presentation of answers and grammar
- Write your index number on top of the question paper

Index Number.....Signature.....
Date.....

Question 1:

- a) What is consumerism and consumer society?
- b) Give a brief description on five (5) features of a consumer society
- c) Explain why women are targets in advertising.

(30 marks)

Question 2:

- a) Give four (4) factors which led to modern advertising?
- b) Differentiate between traditional advertising and modern advertising.
- c) Explain briefly why capitalism and modern economics is heavily influenced by advertising.

(20 marks)

Question 3:

- a) List four factors the post-modernist advertising focuses on.
- b) How has culture affected advertising?

(20 marks)

Question 4:

- a) Give three (3) limitations in cross cultural/international advertising.
- b) Why are stereotypes used in advertising?

(20 marks)