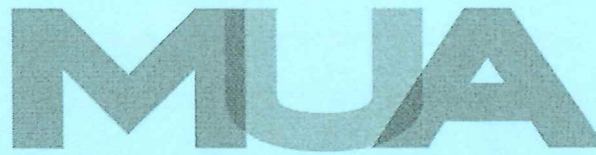


The
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UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

**DEGREE OF BACHELOR OF MANAGEMENT AND
LEADERSHIP/BACHELOR OF COMMERCE**

MKT 301/ MKT 324: ADVERTISING MANAGEMENT

DATE: 11TH DECEMBER 2024

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. **Write all your answers in the Examination answer booklet provided.**

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

COSMETICS GROUP PRODUCT MARKETING

Maria is an Assistant Marketing Communications Manager with TruBlush Cosmetics, a manufacturer of facial cream and other skin moisturizing products. She is relatively new to the cosmetics industry, being a recent college graduate with limited "real world" experience. As part of her orientation, however, she recently had the opportunity to spend one week with the TruBlush marketing research group, sitting in on several focus group discussions with regular cosmetics users. Today Hans stopped Maria in the hallway and told her to coordinate the artwork on both the new package label design and the storyboards for an upcoming advertising campaign, to reflect an increase in the recommended application of a facial cream product from one to three applications daily. While delighted with the opportunity to finally be assigned something substantive where she can demonstrate what she is capable of doing, she is troubled by the directive.

Maria recalls that in each of the four focus group sessions the week before, the majority of consumers interviewed revealed that just one application of this product "did the job." While changing the recommended usage would dearly contribute to additional sales volume, what she knows about the product indicates that such an increase would not significantly benefit consumers. On the other hand, Hans is the Group Product Marketing Manager, and he makes the decisions on promoting recent hires for this product.

Required:

- a) From the case it is important that the marketing team undertake pre-testing of the ads before they go live. Discuss the various pre-test methods: **(10 Marks)**
- b) Evaluate any five elements of a copy that the team must produce before the ad
(10 Marks)
- c) Explain the characteristics of a good slogan **(5 Marks)**

QUESTION TWO

- a) Discuss how the main features of advertising impacts on businesses today
(10 Marks)
- b) Examine the position of advertising in the Marketing Communication Mix
(5 Marks)

QUESTION THREE

- c) Evaluate the role played by the different groups of people involved in advertising
(10 Marks)
- b) Discuss how you would classify advertising on the basis of coverage
(5 Marks)

QUESTION FOUR

- a) Explain the meaning of Integrated marketing Communication and identify the various tools.
(8 Marks)
- b) Describe how you would determine the media to use in advertising of FMCG product
(7 Marks)

QUESTION FIVE

- a) Explain with examples what you understand by the terms "Above the line" and "Below the line" advertising and then discuss the different kinds of outdoors.
(8 Marks)
- b) There is a lot of waste in advertising. Critique
(7 Marks)

QUESTION SIX

- a) Evaluate the essentials of a good illustration in advertising
(9 Marks)
- b) Discuss the key ethical considerations in ethical advertising
(6 Marks)

