



RIARA SCHOOL OF BUSINESS
NURTURING INNOVATORS
SEPTEMBER DECEMBER 2022 TRIMESTER
EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION
DAY / EVENING PROGRAMME
RMK 305: ADVERTISMENT AND SALES PROMOTION

DATE: 30TH NOVEMBER 2022

TIME: 2 HOURS

SPECIAL INSTRUCTIONS

1. Write your REGISTRATION NO. Clearly on the answer booklet(s).
2. Answer Question One and ANY other TWO questions.
3. Questions in all sections should be answered in answer booklet(s).
4. PLEASE start the answer to EACH question on a NEW PAGE.
5. For the questions, write the number of the question on the answer booklet(s) in the order you answered.
6. Write on both sides of each leaf and indicate number of each question at the top of each page.
7. Write the answers in paragraph form unless stated otherwise.
8. Marks allocated to each question are shown at the end of the question.
9. All rough work must be done on the answer booklet and crossed through!
10. Use supplementary pages only when you have exhausted those in this booklet.
11. Fasten the supplementary pages to the inside back cover of this booklet.

QUESTION ONE: COMPULSORY - 30 MARKS

- a) Evaluate any **FIVE** challenges linked to measuring the effectiveness of an advertisement
(10 Marks)
- b) Describe the Young's model creative process
(10 Marks)
- c) Advertising is a necessary evil. Discuss
(10 Marks)

QUESTION TWO

- a) Examine **FIVE** major consumer promotions tools available for a manager expecting to execute a sales promotion in December during the Christmas season
(10 Marks)
- b) Using **FIVE** points, Clarify why advertising agencies tend to lose clients in the long run
(10 Marks)

QUESTION THREE

- a) The creativity must find the tone, style and format to execute the message. Identify **FIVE** message execution techniques available to an advertisement content developer
(10 Marks)
- b) Discuss any **FIVE** business objectives of corporate oriented sales promotion
(10 Marks)

QUESTION FOUR

- a) Discuss **FIVE** challenges faced by a copy writer when writing an advertisement in the international market
(10 Marks)
- b) Examine any **FIVE** reasons why brand sponsorship is gaining momentum in Kenya?
(10 Marks)