

CHUKA



UNIVERSITY

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**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF  
BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

**COMM 330: COMMUNICATION AND MASS COMMUNICATION**

**STREAMS: BA (COMM)**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 03/12/2018**

**11.30 AM – 1.30 PM**

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**INSTRUCTIONS:**

- **Answer Three Questions**
- **Question One is Compulsory**
- **Write legibly**
- **Exam cheating is a serious offense**

**SECTION A: 30 MARKS**

1. (a) Describe advertising as a process of communication. [10 marks]
- (b) Mass advertising began in the 19<sup>th</sup> century and developed with industrialization and mass production. Discuss. [20 marks]

**SECTION B: 40 MARKS**

2. Justify how advertising helps determine our social identity, defines our gender roles and shapes our attitudes. [20 marks]
3. Analyze the role played by advertising media in the marketing mix. [20 marks]
4. Compare and contrast the Minimal-Effects Theory and the Strong Theory of advertising. [20 marks]
5. Feminists have been so upset about advertising in male dominated advertisements that they openly show displeasure. Is their displeasure reasonable? Discuss. [20 marks]

