

CHUKA



UNIVERSITY

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

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 19th 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]

