



**SECTION A: SHORT ANSWER QUESTIONS (80 marks)**  
**INSTRUCTION(S): There are SIX (6) short answer questions.**  
**Answer all questions in the Answer Booklet(s) provided.**

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**Question 1**

Explain **FIVE (5)** functions of advertising.

**15 marks**

**Question 2**

Describe **FIVE (5)** elements with its purpose to create an effective advertisement.

**15 marks**

**Question 3**

Determine **FIVE (5)** types of promotional tools in advertising with relevant examples.

**15 marks**

**Question 4**

Clarify **FIVE (5)** ways of promotional strategies that company can use to advertise, promote and sell their goods.

**15 marks**

**Question 5**

Determine **FIVE (5)** situations that can lead to problem recognition during the process of buying decision .

**10 marks**

**Question 6**

Clarify **FIVE (5)** concept in consumer evaluation process.

**10 marks**

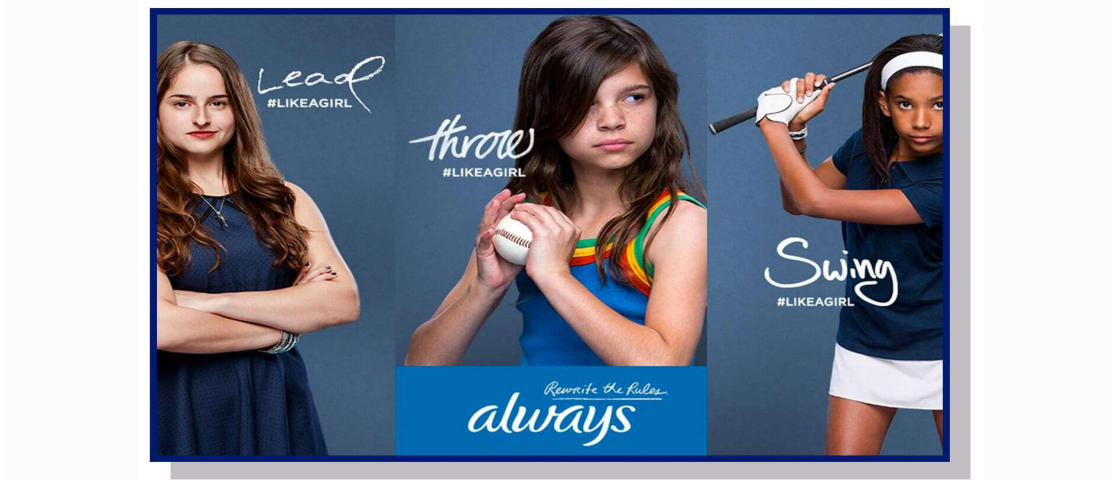
**END OF PART A**

**SECTION B:**  
**INSTRUCTION:**

**ESSAY QUESTIONS (20 marks).**  
There is **ONE (1)** essay question.  
Answer all question in the Answer Booklet (s) provided.

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**Question 1**



**20 marks**

Advertising is a message designed to promote a product, a service, or an idea. It is a means of communication in which a product, brand or service is promoted to a viewership, prospect or consumer in order to attract interest, engagement and sales. Discuss **FOUR (4)** categories of advertising appeals that used in advertising.

**END OF EXAM PAPER**