

UNIVERSITY OF SWAZILAND
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION
MAIN EXAMINATION PAPER
MAY 2012

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TITLE OF PAPER : **MARKETING COMMUNICATIONS**
COURSE CODE : **BA 524 FULL TIME, BA 524 IDE**
TIME ALLOWED : **THREE (3) HOURS**

INSTRUCTIONS

1. TOTAL NUMBER OF QUESTIONS IN THIS PAPER (6)
2. SECTION A IS COMPULSORY
3. ANSWER ANY THREE (3) QUESTIONS IN SECTION B
4. THE MARKS TO BE AWARDED FOR EACH QUESTION ARE INDICATED ALONGSIDE THE QUESTION

NOTE:

MARKS WILL BE AWARDED FOR GOOD COMMUNICATION IN ENGLISH, FOR ORDERLY, AND NEAT PRESENTATION OF WORK. FURTHER MARKS WILL BE AWARDED FOR USE OF RELEVANT EXAMPLES.

SPECIAL REQUIREMENTS: : NONE

THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION TO DO SO HAS BEEN GRANTED BY THE INVIGILATOR.

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SECTION A

BRAVE NEW BOARDS – Nadine Botha uncovers some local outdoor advertising that helps more than it harms. (Sunday Times ,20 November,2011)

One of the ultimate aspects of good design is getting one thing to perform multiple functions. In terms of sustainability, this reduces the number of things produced and, in terms of aesthetics, it sure makes something smart and smug.

However, to find a second use for the ultimate detritus of consumer society – the advert – is a genuine S.A first. It was in 2007 that local advertising agency Network BBDO won the most illustrious advertising award, a Cannes grand prix, for its solar powered billboard for Nedbank.

Installed in 2006, this billboard is still providing electricity to a school in Alexandra, while delivering Nedbank's brand message loud and clear. This creativity for good adds so much more value to the brand. It empowers a brand with purpose, creating more consumer loyalty – what a competitive advantage in today's dog eat dog world, says Mike Schalit, chief creative officer of Network BBDO.

Since then, the agency has rolled out more billboards that improve the quality of life around them. Along the N2 in Cape Town is one of the most visible, which uses solar and wind energy to power a drug rehabilitation centre. There is the billboard crocheted out of waste plastic bags at OR Tambo airport, as well as one that uses solar energy to power a set of Sandton traffic lights.

Schalit has launched the Ideas4good collaborative online platform to encourage and promote similar ideas in which the marketing, advertising and design industries find novel ways to do good.

The other brand that seems to get it is Emirates, which launched SA's first plant billboards – essentially a green wall in the shape of a world map – on Kloof Street in Cape Town a few weeks ago. Green walls absorb air pollution and carbon, as well as moderating a building's indoor temperature and reducing the need for air conditioning.

Designed and developed by Tractor Outdoor Media along with landscape designer Nicholas Whitehorn, the Emirates billboard was inspired by French green wall virtuoso Patrick Blanc. The plants are placed into geo textile felt and a built in irrigation system provides them with water and nutrients.

The hybrid Graptoveria succulent was used to represent seas and oceans because of its aqua like colour, hardiness and impressive growth rate. The map's landmasses have been planted with the Aptenia cordifolia succulent, which likes the sunny northwest facing position.

It gives advertisers a more environmentally friendly approach..... they now have the opportunity to sponsor ugly brick facades with more vibrant, environmentally friendly plants, says Simon Wall, director of Tractor Outdoor, which is working on installations in Dubai and Gauteng.

Not everyone agreed that it was a brilliant idea off the bat. Wall met a fair amount of resistance from the city council. The inability of certain departments within the municipality to embrace new innovations and designs will ensure that outdoor advertising in Cape Town will remain years behind the rest of SA and the world, he complains.

Wall hopes the naming of Cape Town as World Design Capital 2014 will “provide the groundswell needed for sweeping changes in these departments.”

SECTION A

QUESTIONS

- Q. 1 What effect do the advertising innovations have on a brand (6 marks)
- Q. 2 In what innovative way are such profits being motivated (4 marks)
- Q. 3 Name and describe at least four innovative adverts. (12 marks)
- Q. 4 How have Green walls taken the concept to another level? (12 marks)
- Q. 5 "Fly Emirates" is really spreading its wings.
- (i) What and how have they done? And
- (ii) What have they achieved for the brand (6 marks)

SECTION B

- Q.1 Name and explain the five key features of integrated marketing communications. (20 marks)
- Q.2 (a) What is brand equity? (4 marks)
- (b) When the value of a brand increases, name and explain the four positive outcomes. (16 marks)
- Q.3 There are a number of ethical issues in advertising. List and discuss five of them. (20 marks)
- Q.4 Targeting is said to be the first fundamental decision in marketing communication decision process. Name and explain four general targeting methods. (20 marks)
- Q.5 Brand naming is the key to a brand's life span. Discuss the critical characteristics of good/strong brand names. (20 marks)