

UNIVERSITY OF ESWATINI
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION
MAIN EXAMINATION PAPER
NOVEMBER/ DECEMBER 2019

TITLE OF PAPER	: ADVERTISING
COURSE CODE	: BUS 327
TIME ALLOWED	: THREE (3) HOURS

INSTRUCTIONS:

1. THIS PAPER CONSIST OF TWO SECTIONS A & B.
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 ALONG SIDE THE QUESTION.

NOTE:

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

SPECIAL REQUIREMENTS: NONE

SECTION A

PEPSI "MY CAN"

In 2007, Pepsico introduced the slimmer and cheaper of the 250ml "can" and branded it as Pepsi "My Can". The product was priced at E15 only and it was promoted as a stylish and sleek pack that reflected the style statement of today's youth.

The television commercials for "My Can" featured Shahrukh Khan along with John Abraham; both represented the Indian youth and enjoyed tremendous popularity among youth. Several sales promotion sale campaigns were also initiated along with the commercial, to involve the youths and make them more interested in pepsi as a brand. Such campaigns were mainly conducted at colleges and at the dance clubs, two of the most happening places for the youth brigade.

Question 1

What linkages can you make between this case and advertising? [40 marks]

SECTION B

Question 2

- a) What is advertising? [5 marks]
- b) Highlight the basic factors that make up advertising. [10 marks]
- c) Briefly justify the AIDA model to explain advertising. [5 marks]

Question 3

- a) Explain in full detail the determinants of advertising media. [15 marks]
- b) List the types of advertising media known to you. [5 marks]

Question 4

- a) What is media planning [5 marks]
- b) How do you explain the media mix? [5 marks]
- c) Outline the steps involved in media planning. [10 marks]

Question 5

- a) What is advertising agency? [5 marks]
- b) Identify the advantages and disadvantages of advertising agency to an organisation / company in need of promotion. [15 marks]

Question 6

- a) What do you understand by advertising budget? [5 marks]
- b) Explain the benefits of budgeting for advertising? [15 marks]