

**UNIVERSITY OF ESWATINI**  
**FACULTY OF COMMERCE**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**RESIT EXAMINATION PAPER**

**JANUARY 2020**

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

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**INSTRUCTIONS:**

1. ANSWER ANY 5 QUESTIONS
2. ALL QUESTIONS CARRY EQUAL MARKS

**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**

### Question 1

- a) Provide a comprehensive definition of advertising? [8 marks]
- b) What are the roles of advertising in marketing? [12 marks]

### Question 2

Explain the determinants of media selection for a chosen product? [20 marks]

### Question 3

- a) What is media planning? [4 marks]
- b) How do you explain media mix? [4 marks]
- c) Explain the steps in media mix selection. [12 marks]

### Question 4

- a) What are the reasons behind a manufacturer hiring advertising agency? [6 marks]
- b) Explain the benefits of using an advertising agency? [6 marks]
- c) Identify and explain the disadvantages and advantages of agency. [8 marks]

### Question 5

- a) With the aid of definition, explain the main theme behind advertising campaign? [10 marks]
- b) List the inherent elements of an advertising campaign. [10 marks]

### Question 6

- a) What is advertising research? [5 marks]
- b) Explain in full detail the importance of advertising research? [15 marks]