

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF ENGLISH LANGUAGE AND LITERATURE

EXAMINATION QUESTION PAPER, MAY 2006

TITLE OF PAPER: INTRODUCTION TO ADVERTISING

COURSE CODE: JMC 206

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. Answer **three (3)** questions.
2. Number 1 is **compulsory**.
3. Write **legibly**, that is, **boldly** and **clearly**.
4. Evince the principles of **composition** and **grammar**.

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

1. Advertising is a child of *marketing* and *communication*, especially, *mass communication*. And an understanding of the basic concepts pertaining to the parents of advertising is an imperative for a student of the subject.
 - (i) DEFINE and EXPLAIN the concepts of *product*, *market*, and *marketing mix*. (15 marks)
 - (ii) IDENTIFY the **elements** of communication, and NAME their **equivalents** in advertising. (15 marks)
 - (iii) EXPLAIN **advertising** in terms of the *activities* that constitute the communication process. (20 marks)

2. There are many types of advertising, since the phenomenon can be classified according to several criteria.
 - (a) LIST the types of **advertising** based on these five criteria: ((i) *focal object*; (ii) *product life cycle*; (iii) *purpose*; (iv) *medium*; and (v) *target audience*. (10 marks)
 - (b) STATE what each type of advertising that derives from each criterion means in just ONE sentence. (15 marks)

3. Print advertisements have certain **elements**.
 - (a) IDENTIFY the elements of print ads. (10 marks)
 - (b) EXPLAIN three of the elements, including their qualities. (15 marks)

4. Otto Kleppner proposes that most print ads are presented according to the PAPA Formula.
 - (a) STATE what "PAPA" stands for. (5 marks)
 - (b) CREATE an advertisement in the form of a rough *layout* that applies the PAPA formula. (20 marks)

5. ANALYSE *corporate advertising departments* and *advertising agencies* in terms of their **essential functions** and **forms**. (25 marks)

6. WRITE **concise notes** on three of the following: (i) landmarks and pioneers in advertising; (ii) *strengths* and *weaknesses* of advertising media; (iii) the state of advertising in Swaziland; (iv) criticisms of advertising; (v) advertising as a *business* and as an *industry*; and (vi) *storyboard*. (25 marks)