

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF ENGLISH LANGUAGE AND LITERATURE
JOURNALISM AND MASS COMMUNICATION SECTION
EXAMINATION QUESTION PAPER 2006

TITLE OF PAPER: ADVANCED ADVERTISING

COURSE CODE: JMC 306

TIME ALLOWED: THREE (3) HOURS

INSTRUCTIONS: 1. Answer **four (4)** 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 centres on **campaigns**, which must be planned before they are *executed*, and must be *evaluated* to ensure and ascertain their success.
 - (i) DESCRIBE the **elements** of adverting campaigns. (10 marks)
 - (ii) EXPLAIN the steps involved in **planning advertising campaigns**. (20 marks)
 - (iii) OUTLINE what is involved in the **execution** and **evaluation** of advertising campaigns. (10 marks)

2. Upon graduation, you approach a well-to-do uncle of yours for assistance in getting a job. Instead, he tells you that he would set up an **advertising agency** for you to manage, saying: "All I want is that you make me proud by making the agency a showcase in Swaziland." EXPLAIN how you would meet this challenge from an O & M point of view, that is, Organisation and Management. (20 marks)

3. DISCUSS the **contributions** of two (2) social sciences to advertising, identifying and explaining their key concepts. (20 marks)

4. There are different types of research in advertising, because of the **objects** that are the focus of study.
 - (i) IDENTIFY five (5) **objects** of *advertising* research. (10 marks)
 - (ii) EXPLAIN the types of studies pertaining to ONE of the five objects you have identified. (10 marks)

5. *Creativity* is critical to advertising. DISCUSS the *creative process* with particular regard to **copywriting** in both print and electronic media. (20 marks)

6. According to Tanya Woker, there are **six** tasks which advertising regulation "must fulfill" in order to make advertising "truthful, not misleading, fair, in good taste, and socially responsible," and there are "three main methods" for achieving restraint in advertising.
 - (i) LIST the six tasks involved in advertising regulation, according to Woker. {10 marks}
 - (ii) SUMMARISE each of the three methods identified by Woker. (10 marks)

7. WRITE **brief notes** on four (4) of the following: (i) the *marketing concept*; (ii) top-down approach to budgeting; (iii) advertising agencies in Swaziland; (iv) bottom-up approach to budgeting; (v) elements of print advertisement; (vi) the promotion mix; (vii) management functions. (20 marks)