

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**2010/2011 FINAL EXAMINATION QUESTION PAPER: MAIN**

**TITLE OF PAPER: INTRODUCTION TO ADVERTISING**

**COURSE CODE: JMC 206**

**TIME ALLOWED: 2 HOURS**

**INSTRUCTIONS:**

Answer **THREE** questions.

Spelling and grammar will count in grading.

Use your own examples to illustrate your answer(s).

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY  
THE INVIGILATOR.**

### **Question 1 (Compulsory)**

Give a detailed analysis of the advertising industry in Swaziland. Suggest ways in which it can be improved to be at par with that of South Africa.

**(20 Marks)**

### **Question 2**

a) You are a proprietor of Sinatfo PTY (Ltd), a company that sells soft drinks. Explain why it would be important for you to advertise your brand.

**(10 Marks)**

b) Explain in detail the differences between Advertising and Public Relations.

**(10 Marks)**

### **Question 3**

a) Some advertising scholars argue that in order for an advert to be successful, there is need for advertisers to understand the human communication process. With the aid of a diagram explain this communication process.

**(10 Marks)**

b) Explain the following terms:

- i) Integrated marketing
- ii) Clutter
- iii) Market share
- iv) Boutique (agency)
- v) Creative Brief

**(10 Marks)**

**Question 4**

With the aid of a brand of your choice explain the functions of advertising supporting your answer with examples.

**(20 Marks)**

**Question 5**

Define an advertising agency.

**(4 Marks)**

You want to set up your own advertising agency, what departments would have to be core to your agency and why.

**(12 Marks)**

Explain the difference between an in-house advertising agency and advertising a-la-carte

**(6 Marks)**

**Question 6**

If you decide to use a celebrity to endorse a brand there are a number of attributes that you will look for in the celebrity. Discuss these aiding your answer with examples.

Or

Explain the TEARS Model in advertising.

**(20 Marks)**