

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

**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**

Explain the following giving examples to support your answer.

Celebrity endorser

Market Share

Brief

Media planning

Clutter

**(20 Marks)**

**Question 2**

With the aid of examples explain the strengths and limitations of television advertising.

**(20 Marks)**

a) Discuss in detail compensation for advertisers.

**(12 Marks)**

b) One of these forms of compensation has been surrounded by controversy between two major players in the advertising industry. Explain the reasons for the disagreements and how these have been resolved.

**(8 Marks)**

**Question 3**

Compare and contrast television and print advertising.

**(20 Marks)**

**Question 4**

Discuss critically the challenges facing the advertising industry in Swaziland.

**(20 Marks)**

**Question 5**

According to Nicholl (1978, p.10) someone once argued that "Doing business without advertising is like winking at a girl in the dark; you know what you are doing but nobody else does." Discuss this statement giving examples to illustrate your answer.

**(20 Marks)**

**Question 6**

Explain why advertising is regarded as a major part of Marketing Communications.

**(8 Marks)**

Explain in detail three ways available to advertisers to perform the advertising function. Give examples to support your answer.

**(12 Marks)**