

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

EXAMINATION QUESTION PAPER: JULY 2011 **SUPPLEMENTARY**

TITLE OF PAPER: **ADVERTISING II**

COURSE CODE: JMC 306

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

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

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

## JMC 306: ADVERTISING II

Answer **THREE** questions. Each carries 20 marks.

1. **Discuss** the nature of creativity and **expose** *advertising creative strategy*.
2. **Identify** the components of an advertising campaign and **explain** the phases/stages of an advertising campaign.
3. "Every human/social entity requires management." **Identify** the entities involved in advertising and **sketch** the functions involved in their management.
4. **Draw up** a code for regulating advertising in Swaziland.
5. **Explain** the contributions of two disciplines/subjects to advertising, specifying their key concepts/theories/principles.
6. **Discuss** the state of advertising in Swaziland, with particular regard to the problems and challenges facing the industry.