

LA

UNIVERSITY OF SWAZILAND  
FACULTY OF HUMANITIES  
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION  
EXAMINATION QUESTION PAPER: MAY 2012 **MAIN**

TITLE OF PAPER: **ADVERTISING II**

COURSE CODE: JMC 306

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.

## JMC 306: ADVERTISING II

1. *Advertising management* is quite a broad term, because it includes different things, specifically, entities and processes in advertising, which need to be managed.

**(50 marks)**

  - (i) **Name and describe** FOUR different things in advertising that need to be managed. **(15 marks)**
  - (ii) **Sketch** the elements and functions of *management*. **(15 marks)**
  - (iii) **Set out** in concrete and vivid terms how you would manage any advertising entity, assuming you were given the responsibility to establish or run it, and **state** THREE challenges you are likely to face. **(20 marks)**
2. **Design** an advertising campaign for any product of your choice, **explaining** all its components clearly. **(25 marks)**
3. **Discuss** the contributions of two social sciences to the practice of advertising, with particular attention to their vital concepts and / theories. **(25 marks)**
4. **Develop** a copy platform and **sketch** a print ad based on it. **(25 marks)**
5. **Explain** the significance of research in advertising and **describe** THREE specific types of research in advertising. **(25 marks)**
6. **State** THREE topical issues in advertising; then, **discuss** them with regard to Swaziland. **(25 marks)**