

**UNIVERSITY OF SWAZILAND**

**FACULTY OF HUMANITIES**

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

**FINAL EXAMINATION – MAY 2013**

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**TITLE OF PAPER:** INTRODUCTION TO ADVERTISING AND  
PUBLIC RELATIONS

**COURSE CODE:** JMC 237

**TIME ALLOWED:** TWO (2) HOURS

**INSTRUCTIONS:**

1. ANSWER QUESTION 1 AND ANY OTHER TWO (2) QUESTIONS.
2. EACH QUESTION CARRIES 20 MARKS.
3. THIS PAPER CONSISTS OF TWO (2) PAGES, COVER PAGE INCLUDED.

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

**QUESTION 1 (ANSWER THIS QUESTION AND CHOOSE ANY OTHER TWO BELOW)**

Critically analyse the role of Public Relations and Advertising within Integrated Marketing Communications.

**20 MARKS**

**QUESTION 2**

Describe any two of the following (**10 marks each**):

- (a) Corporate Public Relations
- (b) Advertising Agency
- (c) Consulting Public Relations
- (d) Traditional Advertising Media

**20 MARKS**

**QUESTION 3**

Explain how PR professionals regard the aspect of “spin” in relation to their work and discuss the four (4) underlying principles or fundamental pillars of PR as outlined by the Public Relations Institute of Southern Africa (PRISA).

**20 MARKS**

**QUESTION 4**

Elaborate on any five (5) techniques of Public Relations or Advertising. Illustrate your answer with relevant examples.

**20 MARKS**

**QUESTION 5**

Describe the four (4) critical steps involved in the Advertising Media-Planning Process.

**20 MARKS**

**QUESTION 6**

Discuss four (4) functions of Advertising and four (4) functions of Public Relations.

**20 MARKS**