

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
SECOND SEMESTER, 2012/2013
EXAMINATION QUESTION PAPER: **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 revolves around *advertisements* and *advertising campaigns*, both of which require advertising practitioners to draw from concepts and principles that come from diverse fields of knowledge, for short, subjects. **(50 marks)**
 - (i) For TWO subjects of your choice, **identify** and **define** or **describe** TWO concepts and TWO principles/theories deriving therefrom that apply to the creation of advertising or the management of advertising campaigns. **(20 marks)**
 - (ii) **List** the *elements* of advertising campaigns and **explain** the advertising campaign *process*. **(10 marks)**
 - (iii) **Sketch** an advertising campaign for any product of your choice, **exposing** its essential components. **(20 marks)**
2. **Explain** *copy platform* and the **PAPA** formula for writing print advertising copy. **(25 marks)**
3. **Discuss** the role of research in advertising; then, **differentiate** between *basic* and *applied* advertising research. **(25 marks)**
4. **Identify** the elements of a print ad; then, **design** a copy for a product of your choice. **(25 marks)**
5. **Describe** THREE ethical standards in advertising and **comment on** how they are adhered to in the Swazi media. **(25 marks)**
6. A patron has provided you with the wherewithal to set up an advertising agency of your own. **Describe** the structure of your agency and **state** the challenges you are likely to face in running the agency in Swaziland. **(25 marks)**