

UNIVERSITY OF SWAZILAND  
FACULTY OF HUMANITIES  
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION  
SECOND SEMESTER, 2012/2013  
EXAMINATION QUESTION PAPER: SUPPLEMENTARY

TITLE OF PAPER: **ADVERTISING II**

COURSE CODE: **JMC 306**

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

INSTRUCTIONS:

1. Answer **FOUR (4)** 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

**Each question carries 25 marks.**

1. **Discuss** the following statement in very concrete terms: “Advertising revolves around *advertising campaigns*!”
2. **Design** an advertisement for a print medium, and **describe** what you have done.
3. **Identify** and **explain** the components of *copy platform*; then, **comment on** its significance.
4. **Identify** and **describe** types of advertising research.
5. If you were given the financial wherewithal to set up an advertising agency, **explain** how you would go about it.
6. **Appraise** the state of advertising in Swaziland.