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**UNIVERSITY OF SWAZILAND**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**2013/2014 EXAMINATION QUESTION PAPER: MAIN**

**TITLE OF PAPER: ADVERTISING CAMPAIGNS & CASES**

**COURSE CODE: JMC 407**

**TIME ALLOWED: 2 HOURS**

**INSTRUCTIONS:**

Answer **FOUR** questions.

Spelling and grammar will count in grading.

Use your own examples to illustrate your answer(s).

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

**QUESTION 1**

The best way to unearth a new and interesting advertising campaign is to dig into the interesting facts about the product itself. And the agency which digs deepest usually comes up with the most dirt. Explain the fundamental steps (in their correct order) in planning an advertising campaign.

**(25 Marks)**

**QUESTION 2**

Which of the various elements in the marketing mix have direct and important bearing on an advertising campaign?

**(25 Marks)**

**QUESTION 3**

As a copywriter at Sibuko Sesive Advertising Agency, your boss assigns you to come up with an advertising campaign on sexual behaviour change for NERCHA aimed at halting the prevalence of HIV infections. Explain how you would go about carrying out this public service exercise to assist the national advertiser.

**(25 Marks)**

**QUESTION 4**

Describe the first four essential decisions that a campaign planner must make in planning an effective advertising campaign?

**(25 Marks)**

**QUESTION 5**

What is the best way of dealing with the basic creative question which influences the overall advertising campaign decision?

**(25 Marks)**

**QUESTION 6**

Discuss briefly the importance of these two campaign essentials: coordination and measurement.

**(25 Marks)**