

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2014/2015 EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: ADVERTISING CAMPAIGNS & CASES

COURSE CODE: JMC 407

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

Answer **TWO** questions.

Question 1 is **COMPULSORY**.

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 (COMPULSORY)

Develop an advertising plan for a brand of your choice including the following:

- a) Situation Analysis
- b) Budget
- c) Advertising Recommendations
- d) Media Recommendations

(40 Marks)

QUESTION 2

Event and cause sponsorships are another way of advertising.

- a) Select a brand of your choice and a sporting or cause event that you would use to advertise your brand explaining any five factors that you took into consideration when selecting the event.
- b) Explain five reasons why there seems to be a growth in sponsorships.

(20 Marks)

QUESTION 3

Your agency is assigned the task of developing an advertising campaign for **Tikhukhu Tesintfu**, a company that breeds free range chickens. Explain all the stages that you would go through when developing the campaign justifying each stage.

(20 Marks)

QUESTION 4

Write a critique of Coca Cola's "Share a Coke Campaign."

(20 Marks)

QUESTION 5

- a) Explain the importance of Cost Per Thousand (CPM) to the media planner.
- b) What does the M stand for in CPM?
- c) Explain the variables that are important to the media planner to compare various media.
- d) Calculate the Cost Per Thousand (CPM) for the following media organisations:
 - i) Peace Radio has a listenership of 400 000 during prime time. A 30-second commercial costs E20 000
 - ii) Dot TV has 320 000 homes during prime time in the evening.
 - iii) The Chronicle has a circulation of 62 000. The cost of a full colour advert is E14 000.

(20 Marks)