

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

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TITLE OF PAPER: INTRODUCTION TO ADVERTISING AND PUBLIC RELATIONS

COURSE CODE: JMC 238

TIME ALLOWED: TWO (2) HOURS

**INSTRUCTIONS:**

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

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

**ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.**

**EACH QUESTION CARRIES 20 MARKS.**

**Question 1**

Critically analyse the role of advertising and public relations within the Integrated Marketing Communications of a company. **(20 marks)**

**Question 2**

Identify and explain the key elements of advertising. **(20 marks)**

**Question 3**

Name and describe one Swaziland organisation of your choice and provide details on the following;

- i) Internal publics **(5 marks)**
- ii) External publics **(5 marks)**
- iii) Projected and Perceived image **(5marks)**
- iv) Public relations techniques **(5marks)**

**Question 4**

Public relations draws on theories and practices from many fields including media and communication. Discuss the importance and contribution of doing media and communication studies to public relations. **(20 marks)**

**Question 5**

You are the Public Relations Manager of a newly established manufacturing company.

- a) Justify why you should be part of the management team. **(10 marks)**
- b) Explain the strengths and limitations of engaging the services of a public relations consultancy to your boss. **(10 marks)**

**Question 6**

You are the proprietor of a local company that sells baby products.

- a) Explain why it would be important for you to advertise your brand. **(10 marks)**
- b) Compare and contrast advertising and public relations. **(10 marks)**

**END OF PAPER**