

UNIVERSITY OF ESWATINI
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
RESIT EXAMINATION – JANUARY 2019

TITLE OF PAPER: INTRODUCTION TO ADVERTISING AND PUBLIC RELATIONS

COURSE CODE: JMC 238

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

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

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

ANSWER ANY THREE QUESTIONS.

EACH QUESTION CARRIES 20 MARKS.

Question 1

Critically analyse the influence of technology on the practice of Public relations. **(20 marks)**

Question 2

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

Question 3

Public relations is concerned about managing relationships between an organisation and its publics. Discuss the role and significance of public relations. **(20 marks)**

Question 4

Critically analyse the role of Advertising and Public Relations within the Integrated Marketing Communications (IMC) of an organisation. What role do brands play in IMC? **(20 marks)**

Question 5

You are the head of the advertising department for Nike and have been given a small budget to develop an advertising campaign for its new sneaker. Which medium among print, TV and social media would you employ to ensure success in the limited resources? Justify your answer. **(20 marks)**

Question 6

Explain fully the key steps to be followed in preparing a Public Relations Campaign. Provide examples for your answer **(20 marks)**