

UNIVERSITY OF ESWATINI

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

SUPPLEMENTARY EXAMINATION - DECEMBER 2019

TITLE OF PAPER: INTRODUCTION TO ADVERTISING AND PUBLIC RELATIONS

COURSE CODE: JMC 238

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. ANSWER ANY 3 QUESTIONS.
2. EACH QUESTION CARRIES 20 MARKS.
3. THIS PAPER CONSISTS OF TWO (2) PAGES, COVER PAGE INCLUDED.
4. POOR SPELLING AND GRAMMAR WILL BE PENALISED

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

ANSWER ANY 3 QUESTIONS.

EACH QUESTION CARRIES 20 MARKS.

Question 1

What are the similarities and differences between Public Relations and Advertising? (20 marks)

Question 2

Effective public relations practitioners employ a wide range of tools including social media to reach out to their stakeholders, discuss. (20 marks)

Question 3

Critically discuss the steps involved in crisis communication? Use concrete examples (20 marks)

Question 4

Children and youth advertising generates millions in revenue for companies dealing in products and services affecting these 2 groups. Analyse the ethical considerations to be taken into account when developing advertisements for them. (20 marks)

Question 5

Explain the following terms found in public relations and advertising

- a) Market segmentation (5 marks)
- b) Copy writing (5 marks)
- c) External stakeholders (5 marks)
- d) Brand integrity (5 marks)

Question 6

a) Discuss how social media has transformed public relations (20 marks)