

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
EXAMINATION QUESTION PAPER : MAY, 2008

TITLE OF PAPER: **ADVERTISING**

COURSE CODE: **JMC 206**

TIME ALLOWED: **TWO (2) HOURS**

INSTRUCTIONS:

1. Answer Question 1 and any other two questions.
2. Each question carries 20 marks.
3. This paper consists of two pages, cover page included.

THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR

Answer question 1 and any other two questions

Question 1 (Compulsory)

Critics of advertising raise several concerns about the impact of advertising upon society. Explain the criticisms which have been raised.

(20 marks)

Question 2

In what way does advertising make a positive contribution to the economy.

(20 marks)

Question 3

Organising the consumer advertising industry calls for some components to be established. Discuss in detail each one of these components as outlined by Joseph Dominick.

(20 marks)

Question 4

Does Swaziland need advertising? Argue for and /or against this question.

(20 marks)

Question 5

All advertising and marketing communication has the ability to stimulate some communication effects. Discuss these effects, giving local examples.

(20 marks)