

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

SUPPLEMENTARY EXAMINATION PAPER, JULY 2008

TITLE OF PAPER : ADVANCED ADVERTISING

COURSE CODE : JMC 306

TIME ALLOWED : TWO (2) HOURS

INSTRUCTIONS :

1. Answer **three (3)** questions.
2. Number 1 is **compulsory**.
3. Write **legibly**, that is, **boldly** and **clearly**.
4. Evince the principles of **composition** and **grammar**.

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

## **JMC 306: ADVANCED ADVERTISING**

**Each question carries 20 marks.**

1. **Delineate** and **explain** the entities and the process that are managed in advertising.
2. **Discuss** the importance of advertising regulation, identifying steps in the procedure.
3. **Discuss** the problems and challenges of advertising in Swaziland.
4. **Develop** a campaign strategy for a new cell phone company in Swaziland.
5. **Identify** and **explain** the main types of advertising research..