

**UNIVERSITY OF SWAZILAND  
FACULTY OF HUMANITIES**



**DEPARTMENT OF JOURNALISM AND MASS  
COMMUNICATION**

**FINAL EXAMINATION MAY 2010**

**TITLE OF PAPER : ADVANCED ADVERTISING**

**COURSE CODE : JMC 306**

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

**INSTRUCTIONS:**

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

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

**Question 1 [Compulsory]**

“The first step in the strategic planning process for advertising is to select the appropriate target audience.” Describe in detail:

- (a) Target audience groupings [10 marks]
- (b) Cost implications in selecting a target audience [10 marks]

**Total = [20 marks]**

**Question 2**

“There are a number of potential roles for participants to play in the decision leading up to the purchase and use of a product or service.” Describe these roles. Using Probable Communication Objectives for Decision Roles table will enhance your description.

[20 marks]

**Question 3**

In their discussion of the marketing mix, Larry Percy and Richard Elliott have developed “Consumer Benefits related to the components of the Marketing Mix.” Reproduce this table, clearly showing the various components.

[20 marks]

**Question 4**

In developing a communication strategy for advertising, how would you

- (a) set communication objectives? [10 marks]
- (b) develop a brand awareness and brand attitude strategy? [10 marks]

**Total = [20 marks]**

**Question 5**

Media selection decisions have become complex even in developing countries. For this reason, develop

- (a) key media concepts [10 marks]
- (b) media ratings on essential media selection characteristics. [10 marks]

**Total = [20 marks]**