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UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2011/2012 EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: INTRODUCTION TO ADVERTISING & PUBLIC RELATIONS

COURSE CODE: JMC 237

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

Answer **FOUR** questions.

Question **ONE** in both Section A and B is compulsory.

Spelling and grammar will count in grading.

Use your own examples to illustrate your answer(s).

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

Section A - Advertising

Question 1

Some people argue that advertising is the fabric of our society. Critically discuss and explain your position on this controversy.

(25Marks)

Question 2

How does advertising differ from the other forms of integrated marketing communication?

(25 Marks)

Question 3

After setting up a new advertising agency in Swaziland, one of the big corporations invites you to make a presentation about advertising. What will your presentation entail to win an advertising contract?

(25 Marks)

Section B – Public Relations

Question 1

One of the panelists in a job interview for a public relations officer position asks: “Why do you think the company needs a public relations department?” Provide a convincing answer to the panelist.

(25 Marks)

Question 2

Critically discuss the techniques of public relations. Provide relevant examples to illustrate your answer.

(25 Marks)

Question 3

What is the relationship between public relations, advertising and marketing? Provide relevant examples to illustrate your answer.

(25 Marks)