

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

TITLE OF PAPER: INTRODUCTION TO ADVERTISING & PUBLIC RELATIONS
COURSE CODE: JMC 237
TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

Answer **FOUR** questions.

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**

Question 1

Discuss the different categories of advertising, based on purpose, geographic area, target audience and medium.

(25 Marks)

Question 2

Critically discuss the important elements of advertising.

(25 Marks)

Question 3

Trace the historical development of advertising from the Babylonian era to the present time.

(25 Marks)

Question 4

The ultimate aim of public relations is to manage relationships between an organisation and its publics. Discuss the role and significance of public relations.

(25 Marks)

Question 5

Describe the role of public relations in the communication strategy of an organisation.

(25 Marks)

Question 6

Describe the kind of relationship that exists between public relations, advertising and marketing

(25 Marks)