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UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

EXAMINATION QUESTION PAPER: JULY 2012 **SUPPLEMENTARY**

TITLE OF PAPER: **ADVERTISING II**

COURSE CODE: JMC 306

TIME ALLOWED: TWO (2) HOURS

- INSTRUCTIONS:
1. Answer **four (4)** questions.
  2. Write **legibly**, that is, **boldly** and **clearly**.
  3. Evince the principles of **composition** and **grammar**.

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

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## **JMC 306: ADVERTISING II**

**Each question carries 25 marks.**

1. **Describe** the components of an advertising campaign and **design** a campaign for a product of your choice.
2. **Explain** the structure and function of FOUR entities that are managed in advertising.
3. **Specify** and **explain** FIVE types of research in advertising.
4. **Analyse** a print ad of your choice and **comment on** the relevance of a copy platform to the creation of ads.
5. **Examine** FIVE topical issues in advertising, with particular attention to Swaziland.
6. **Discuss** advertising in Swaziland.