

**UNIVERSITY OF SWAZILAND**

**FACULTY OF HUMANITIES**

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

**FINAL EXAMINATION – MAY 2014**

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**TITLE OF PAPER:** INTRODUCTION TO ADVERTISING AND  
PUBLIC RELATIONS

**COURSE CODE:** JMC 237

**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 (2) PAGES, COVER PAGE INCLUDED.

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

**QUESTION 1 (ANSWER THIS QUESTION AND CHOOSE ANY OTHER TWO BELOW)**

Discuss four functions of either public relations or advertising, providing relevant examples to illustrate your answer.

**20 MARKS**

**QUESTION 2**

A public relations practitioner should be part of the top management team of any organisation. Agree or disagree with this statement, focusing on the roles played by practitioners with regard to management.

**20 MARKS**

**QUESTION 3**

Critically analyse Comparative Advertising and Non-Celebrity or Typical Person Endorsements as techniques of advertising.

**20 MARKS**

**QUESTION 4**

Describe two of the following traditional theories of communication and critically analyse their relevance to present day PR practice:

- Two-Step Flow theory
- Concentric-Circle theory

**20 MARKS**

**QUESTION 5**

Outdoor or Out-of-Home advertising is the oldest form of advertising, according to Shimp (2003). Explain what it is and describe its four advantages and four disadvantages.

**20 MARKS**

QUESTION 6

If you had a choice between public relations consulting and corporate public relations practice, which would you choose? Explain, focusing on two strengths and two weaknesses of the form you have chosen.

**20 MARKS**