

47

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2013/2014 EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: ADVERTISING DESIGN AND PRODUCTION

COURSE CODE: JMC 337

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

Answer any THREE 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

- a) Develop a script for a Public Service Announcement on “drinking and driving”.

(10 Marks)

- b) Explain the difference between a Public Service Announcement and an advertisement. Give examples to support your answer.

(5 Marks)

- c) Give an example of a Public Service Announcement (PSA) that was broadcast on television in 2014.

(5 Marks)

QUESTION 2

- a) Explain whether or not comparative advertising is more effective than conventional non-comparative advertising.

(10 Marks)

- b) Discuss any five primary forms of marketing communications.

(10 Marks)

QUESTION 3

Discuss any five major considerations when selecting celebrity endorsers, giving examples that appeared in the media to aid your answer.

(20 Marks)

QUESTION 4

Discuss the core components of a creative brief aiding your answer with examples.

(20 Marks)

QUESTION 5

Explain in detail alternative styles of creative advertising aiding your answer with examples.

(20 Marks)

QUESTION 6

Explain two ways of creating a new document on Adobe PageMaker 7.0.

(5 Marks)

Discuss any five components of a good advertising layout.

(15 Marks)