

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FINAL EXAMINATION – MAY 2016

TITLE OF PAPER: INTRODUCTION TO ADVERTISING AND
PUBLIC RELATIONS

COURSE CODE: JMC 237

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. ANSWER QUESTION ONE (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.

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.

EACH QUESTION CARRIES 20 MARKS.

QUESTION 1

As an Advertising Agency consultant for a profit-making company, compare and contrast newspaper and magazine advertising in order to effectively advise your client as he or she prepares for an annual football sponsorship campaign.

QUESTION 2

Ethical concerns arise in both advertising and PR practice. What is the role of Codes of Conduct in helping practitioners address these concerns?

QUESTION 3

Critically analyse the role of Advertising and Public Relations within the Integrated Marketing Communications (IMC) of an organisation. What role do brands play in IMC?

QUESTION 4

Appeals to Consumer Fears or Guilt and Comparative Advertising are some of the more effective techniques of advertising seen in the South African media nowadays. Discuss.

QUESTION 5

Grunig and Hunt (1989) proposed four models that are fundamental to Public Relations (PR) practice. Critically analyse them and explain their applicability to the context of PR practice in Swaziland.

QUESTION 6

Discuss the communication functions of advertising below and provide examples for your answer:

- | | |
|------------------------------------|---------------|
| a) Adding Value | c) Persuading |
| b) Assisting other company efforts | d) Reminding |