

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**FINAL EXAMINATION – MAY 2017**

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TITLE OF PAPER: INTRODUCTION TO ADVERTISING AND  
PUBLIC RELATIONS

COURSE CODE: JMC 238

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.

**ANSWER QUESTION 1 AND ANY OTHER TWO QUESTIONS.**

**EACH QUESTION CARRIES 20 MARKS.**

**QUESTION 1**

Critically analyse Integrated Marketing Communications (IMC), explaining the challenges and trends that have led advertising scholars to move towards Integrated Brand Communication (IBC).

**QUESTION 2**

The framework of public relations proposed by Grunig and Hunt (1989) provides a useful model for understanding the practice. Critically analyse public relations practice in Swaziland using this model.

**QUESTION 3**

Analyse the strengths and limitations of out-of-home (OOH) or any of the major traditional advertising types.

**QUESTION 4**

Discuss four characteristics of the aspects of marketing communications listed below:

- Brands
- Corporate public relations practice
- Advertising
- Public relations consultancy

**QUESTION 5**

Compare and contrast the strengths and weaknesses of two types of print advertising.

**QUESTION 6**

Using the model developed by Jefkins (1984) and the Public Relations Institute of Southern Africa (PRISA, 2009), describe four steps involved in planning a public relations programme.