

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**2017/2018 EXAMINATION QUESTION PAPER: MAIN**

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**TITLE OF PAPER: ADVERTISING CAMPAIGNS AND CASES**

**COURSE CODE: JMC 407**

**TIME ALLOWED: TWO (2) HOURS**

**INSTRUCTIONS:**

- 1. ANSWER THREE QUESTIONS**

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

### **Question 1**

You have been appointed as the Advertising and Communications Officer at *Cabanga.com*. Develop an advertising campaign to promote the use of the female condom for the prevention of HIV infections in Swaziland. Target females in the age range 19-39.

[20]

### **Question 2**

Advertisements have often been criticised for creating, reinforcing or maintaining social stereotypes in society. With the aid of local and global examples, discuss the role of advertising in creating, maintaining and reinforcing social stereotypes.

[20]

### **Question 3**

When developing campaigns, companies ought to strike a balance between the media platforms that they use to engage their audiences in advertising. However, advertising is increasingly going online to better interact with audiences. Considering this statement, discuss online advertising paying attention to its benefits and shortcomings as a platform of advertising.

[20]

### **Question 4**

Design a television advert for new makeup brand *Revlon Swaziland*. In your answer, consider the key factors that will guide the planning of your advertisement. Your answer should include:

- Script for at least a fifteen-second ad
- An appropriate storyboard
- The scheduling of the advert
- The frequency

[20]

**Question 5**

Imagine you are the creative director of an advertising agency. A company which manufactures sports sneakers for men and has asked you to design an advertising campaign for its products. Show how you would design the advertisements for this product. What are the socio-psychological factors that you will incorporate into the advertisements? Give reasons to justify your selection of media for distribution of the adverts. [20]

**Question 6**

If you were the advertising director of Edgars Swaziland.

- a) What medium would you use to reach the largest number of potential customers in Swaziland and why? [5]
  - b) Why is media planning a critical component in advertising? [10]
  - c) Outline the strategies that media planners use to ensure maximum brand contact for their products and services. [5]
- [20]