

UNIVERSITY OF ESWATINI

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

MAIN EXAMINATION - DECEMBER 2018

TITLE OF PAPER: INTRODUCTION TO ADVERTISING AND PUBLIC RELATIONS

COURSE CODE: JMC 238

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. ANSWER ANY 3 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 ANY 3 QUESTIONS.

EACH QUESTION CARRIES 20 MARKS.

Question 1

Advertisers employ a variety of strategies in order to persuade customers to buy a company's products or services. Using examples, briefly describe the strategies below-

- a) Endorsements/Testimonials (5 marks)
- b) Emotional appeal (5 marks)
- c) Wit and humor (5 marks)
- d) Weasel words (5 marks)

Question 2

Compare and contrast television and newspaper advertising (20 marks)

Question 3

Explain the role of Public Relations and Advertising as Integrated Marketing Communications. (20 marks)

Question 4

You have been hired as a public relations practitioner for a clothing company and this is a new position. Describe what your role would entail and which tools you would employ in order to reach out to the company's various publics. (20 marks)

Question 5

Critically analyse the criticism that advertising encourages the consumption and production of things that are incompatible with the fulfillment of genuine human needs. Use examples to support your answer. (20 marks)

Question 6

Using examples, explain why public relations is a management function (10 marks)

b) What are the steps involved in managing a crisis (10 marks)