

UNIVERSITY OF ESWATINI

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

MAIN EXAMINATION - DECEMBER 2019

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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 ANY 3 QUESTIONS.
2. EACH QUESTION CARRIES 20 MARKS.
3. THIS PAPER CONSISTS OF TWO (2) PAGES, COVER PAGE INCLUDED.
4. POOR SPELLING AND GRAMMAR WILL BE PENALISED

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 techniques in order to persuade customers to buy a company's products or services. Using examples, briefly describe the techniques below-

- a) Celebrity endorsement (5 marks)
- b) Ideal Family and Kids (5 marks)
- c) Humour (5 marks)
- d) Emotional appeal (5 marks)

**Question 2**

Crisis communication is an important function of the public relations practitioner. Using examples, show why? (20 marks)

**Question 3**

Compare and contrast Public Relations and Advertising. (20 marks)

**Question 4**

You have been hired as a public relations practitioner for your town's municipality 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 internal and external stakeholders. (20 marks)

**Question 5**

Condom, cigarette and liquor advertisements require careful consideration of the ethical implications involved. Discuss this statement using examples (20 marks)

**Question 6**

- a) Why is public relations a management function? (10 marks)
- b) Identify Telecommunications company MTN's external and internal stakeholders (10 marks)