

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES**

BSc Honours degree in Journalism and Media Studies

ADVERTISING AND THE MEDIA (IJM 4217)

MAY 2012 EXAMINATION

TIME ALLOWED: THREE HOURS

INSTRUCTIONS OF CANDIDATES

1. Section A **is compulsory**.
2. Answer **any three** questions in Section B.
3. Poor spelling and grammar will be penalised.
4. Start each answer on a new page.
5. Do not repeat material.

SECTION A

Question 1

- (a) If you were the advertising director of a large food conglomerate specialising in fast food, what medium would you use to reach the largest number of potential customers and why. **[20 marks]**
- (b) Why is media planning a critical component in advertising? **[10 marks]**
- (c) Outline the strategies that media planners use to ensure maximum brand contact for their products and services. **[10 marks]**

TOTAL 40 MARKS

SECTION B

Question 2

To what extent do you consider that consumers have an active role rather than a passive one in relation to advertising? **[20 marks]**

Question 3

Discuss the role and importance of the production department in a modern advertising agency. **[20 marks]**

Question 4

Evaluate the challenges affecting advertising agencies in Zimbabwe and outline how these challenges could be addressed. Illustrate your answer. **[20 marks]**

Question 5

Critique the impact of new media on the nature of commercials. What is the likely impact of these inventions on the future of advertising? **[20 marks]**

END