

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)
JULY 2012 SUPPLEMENTARY EXAMINATION
TIME ALLOWED: THREE HOURS

INSTRUCTIONS OF CANDIDATES

1. Section A is **compulsory**.
2. Answer **any three** questions from Section B.
3. Poor spelling and grammar will be penalised.
4. Start each answer on a new page.

SECTION A

Question 1

When an advertising campaign fails to work, the client usually blames the agency, but often this may be because the client has not adequately prepared his or her requirements for the campaign.

- (a) What is the role of the client in creating an advertising campaign? **[20 marks]**
- (b) Describe the skills and attributes of a good creative artist in an advertising agency. **[10 marks]**
- (c) What makes a good advertisement? **[10 marks]**

TOTAL 40 MARKS

SECTION B

Question 2

Using illustrations from local and global market, discuss how advertisements have been criticised for fuelling stereotypes. **[20 marks]**

Question 3

Describe the advantages and disadvantages of the following media groups:

- (a) Radio **[5 marks]**
- (b) Posters **[5 marks]**

(c) Popular newspapers [5 marks]

(d) Cinema [5 marks]

Question 4

Outline the critical factors that are considered when buying advertising space in magazines. **[20 marks]**

Question 5

What are the implications for the television advertiser of the advances of digital technologies? **[20 marks]**

Ends