



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
BACHELOR OF SCIENCE (HONOURS) IN JOURNALISM AND MEDIA STUDIES
ADVERTISING AND THE MEDIA
IJM 4217

Final Examination Paper
May 2017

This examination paper consists of 3 pages.

Time Allowed: 3 hours
Total Marks: 100
Examiner's Name: Dr. Cleophas Muneri

INSTRUCTIONS

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

MARK ALLOCATION

QUESTION	MARKS
1.	40
2.	30
3.	30
4.	30
5.	30

SECTION A

QUESTION 1

New Horizons Furniture, a big household and office furniture company, has just opened business in Zimbabwe's 10 major cities. Business started briskly for the company even without any major advertising. The company attributed its initial success to major announcements it made on radio and television when it first opened its doors. The early customers also appeared to have contributed significantly to the early success of the company through word of mouth advertising. After about six months, sales for the company started to drop. This resulted in the company's marketing director looking for possible ways to increase the company's visibility and sales. The marketing director eventually decided to approach M&M Advertising Agency.

As an advertising executive working for M&M Advertising Agency, your company has been hired by New Horizons Furniture to launch a huge advertising and media campaign on behalf of the furniture company.

(a) Devise a creative brief for this brand:

i). Outlining the rationale for the brief; include the background, a statement about the product (benefits and use etc.) **(15 Marks)**

ii). Why the company should advertise. **(5 Marks)**

iii). The target audience, and target media and why. **(7 Marks)**

iv). Develop a brief proposition that outlines the argument, tone of voice that the advert should take, and the desired consumer response that is envisaged. **(8 Marks)**

v). Develop an advertisement on this product (Since your advertisement can be for different media, you need to provide a description of the contents of the advertisement and how it will look or sound were you to actually design it. You are encouraged to describe it clearly and strongly in order to persuade the company to engage you). **(5 Marks)**

TOTAL [40 Marks]

SECTION B

QUESTION 2

Advertising is closely connected with the glamorisation of consumerism. Evaluate the validity of this statement in relation to advertising in Zimbabwe. **[30 Marks]**

QUESTION 3

(a) Discuss the challenges that 'traditional media' face in relation to online advertising in Zimbabwe. **(15 Marks)**

(b) Highlight some of the strategies that you think the media in Zimbabwe should adopt in order to survive these challenges. **(15 Marks)**

TOTAL **[30 Marks]**

QUESTION 4

Evaluate the role of advertising in society highlighting whether you think this role is more ideological than economic, economic than ideological or both. **[30 Marks]**

QUESTION 5

To what extent do you think transnational corporations, through advertising, undermine the economy and culture of developing countries? **[30 Marks]**