



**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF INFORMATION AND COMMUNICATION SCIENCE**  
**DEPARTMENT OF JOURNALISM AND MEDIA STUDIES**  
**MASTER OF SCIENCE IN JOURNALISM AND MEDIA STUDIES**  
**ADVERTISING AND MARKETING COMMUNICATIONS**

**IJM 5201**

**Supplementary Examination paper**

**August 2024**

This examination paper consists of 2 pages

**Time Allowed:** 3 hours  
**Total Marks:** 100  
**Special Requirements:** None  
**Examiner's Name:** ProfLungile Tshuma

**INSTRUCTIONS**

1. Answer any **TWO** questions.
2. Start each answer on a new page.
3. Poor spelling and grammar will be penalised.

**MARK ALLOCATION**

<b>QUESTION</b>	<b>MARKS</b>
<b>1.</b>	<b>50</b>
<b>2.</b>	<b>50</b>
<b>3.</b>	<b>50</b>
<b>4.</b>	<b>50</b>

### QUESTION 1

Argue for the decolonisation of advertising and marketing in the Global South.

[50 Marks]

### QUESTION 2

With aid of examples, show how advertising and marketing agencies in Zimbabwe can benefit from the use of analytics.

[50 Marks]

### QUESTION 3

Critique the relevancy of the Grotesque imagery in advertising and marketing. Your discussion should be supported by examples from Africa.

[50 Marks]

### QUESTION 4

You have been hired as a consultant by to promote a new sugar product being introduced in the city of Bulawayo. The product comes in 2kg and 1kg packages. The product will be distributed in all the supermarkets across the city. With this information, design an advertising campaign for this product. Your campaign should take into account of local epistemes.

[50 Marks]

