UNIVERSITY OF FORT HARE

MARKETING AND CORPORATE COMMUNICATION
CMA 221

DEGREE EXAMINATION

NOVEMBER

2018

Time: 3 hours
Subject: Communication
Marks: 100

This paper consists of 2 pages including the cover page.

Internal examiner
Dr C O'Shea

Second internal examiner
Prof O Osunkunle

Instructions

Answer Question 1 OR Question 2.
QUESTION 1

Marketing executive Cebisa has a budget of R80 000 to market Chatz, a new smartphone aimed at students.

a) Using full sentences, explain some of the things Cebisa and her team need to remember when marketing on Instagram and Facebook. (20)

b) Cebisa asks you for your advice about whether she should advertise on radio or not. What can you tell her about the advantages and disadvantages of doing this? (10)

c) If Cebisa's budget increases, she will make a TV advertisement. Using full sentences, explain the strengths and weaknesses of advertising on TV. (10)

d)

QUESTION 2

Do you think it is important for South African companies to have CSR projects? Explain your answer. Include a definition of CSR and an outline of its characteristics. (50 x 2 = 100)