

UNIVERSITY OF FORT HARE
COM512: ADVERTISING
JUNE EXAMINATION
2023

Time: 3 Hours
Subject: COMMUNICATION
Paper: Advertising
Marks: 100

This paper consists of 2 pages including the cover page

Internal Examiners
Gideon M. Tebid

External Examiners
Dr B. Makwambeni

Instruction

Answer question One and any TWO (2) other questions.

ANSWER question One and any TWO (2) other questions

QUESTION 1

[50 Marks]

To execute successful campaigns, marketers are aware that each IMC tool has its own unique features and benefits, strengths and weaknesses. These will determine the choice of tool or mix of tools and for specific brand challenges. Some clients will have a stronger appetite for risky IMC tools and may be bolder to make certain moves. Others will be timid and try to play it safe. The challenge though remains to integrate the various IMC tools in the right doses and mix to have an effective campaign. Even then, campaigns still have their own faith.

- (a) With the above in mind, and leaning on examples from your immediate social environment, critically discuss the other factors that would influence the tactics of a campaign. (20)
- (b) Discuss how advertising is developed using the total involvement method. (20)
- (c) Discuss the key role advertising would play in each of the stages of the product life cycle. (10)

QUESTION 2

[25 marks]

Compare and contrast the weak theory of advertising to the strong theory on advertising; and peeking at the consumer culture in post-Apartheid South Africa, present a strong personal view stating which one of the two finds resonance with you, and why. (25)

QUESTION 3

[25 Marks]

Critically discuss the main socio-economic criticisms that have been levelled against advertising over the years. Provide strong counter arguments on why you think these criticisms are baseless in our current civilization. (25)

QUESTION 4

[25 Marks]

Using Von Oech's Four-step archetypal creative process as a guide, critically explain why creativity in advertising is a process and not an end. (25)