

UNIVERSITY OF FORT HARE

<p>MARKETING AND CORPORATE COMMUNICATION CMA 221</p>

DEGREE EXAMINATION

NOVEMBER

2018

Time: 3 hours

Subject: Communication

Marks: 100

<p>This paper consists of 2 pages including the cover page.</p>

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)