

UNIVERSITY OF FORT HARE

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

SUPPLEMENTARY EXAMINATION

JANUARY

2019

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

You are part of a marketing team that has been chosen to market the new Samsung smartphone in South Africa. You have a R1-million advertising budget.

- a) Using full sentences, describe the strengths and weaknesses of television as an advertising vehicle for the phone. (10)
- b) Using full sentences, describe six strengths and four weaknesses of magazines as an advertising vehicle for the phone. (10)
- c) Giving examples, explain how you could also use outdoor advertising; transit advertising; in-store media and promotional products marketing to promote the phone. (20)
- d) What would be the advantages of advertising on a website, as well as some issues to avoid? (10)

TOTAL: 50 x 2 = 100

OR

QUESTION 2

Write a short essay about ethical problems in marketing. The essay should include a definition of 'ethics' and examples to illustrate your answer, plus a few points about how to avoid being offensive.

TOTAL: 50 x 2 = 100