FACULTY OF NATURAL RESOURCES MANAGEMENT AGRICULTURE

DEPARTMENT OF MARKETING

BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING

ADVERTISING [BMA 1201]

FINAL EXAMINATION

JUNE 2026

DURATION: 3 HOURS

INSTRUCTIONS

1. Answer **QUESTION ONE (Compulsory)** and any other **THREE questions**.
2. Each question carries 25 marks.
3. Begin each question on a new page.

INFORMATION

1. Marks per question are as indicated.
2. Questions may be attempted in any order.
3. This paper consists of three (3) printed pages including the cover page

Question 1 – Compulsory Case Study (25 marks)

Read the following case and answer the questions below:

GreenLife Organics, a startup selling eco-friendly household cleaners, entered a saturated market dominated by large brands. Their initial advertising focused on digital platforms, emphasizing product ingredients, sustainability, and ethical sourcing. However, sales growth was slow. After research, they shifted to storytelling—showing real families using their products, partnered with environmental influencers, and ran a "plastic return" campaign. They also invested in local radio and community events. Within a year, brand recognition improved, and sales rose by 200%.

Required:

a) Identify three (3) advertising objectives that GreenLife is likely set after their shift in strategy. (9 marks)

b) Discuss any two (2) roles of advertising in building the GreenLife brand, with reference to the case. (8 marks)

c) Suggest any two (2) ethical considerations GreenLife must keep in mind when making sustainability claims in their advertisements. (8 marks)

Question 2 (25 marks)

a) Explain the elements of advertising according to the American Marketing Association (AMA) 1948. (10 marks)

b) 'Advertising is just waste of financial resources'. Analyse this statement paying particular attention to any three (3) importance of advertising in an organisation. (15 marks)

Question 3 (25 marks)

a) Identify and explain the three (3) major objectives of advertising giving relevant examples. (15 marks)

b) Differentiate centralized from decentralized advertising systems citing where each is appropriate. (10 marks)

Question 4 (25 marks)

Discuss the five (5) top-down approaches used in advertising budgeting. (25 marks)

Question 5 (25 marks)

a) Analyse the five (5) steps in Young's model of the creative process. (15 marks)

b) Justify the use of unique selling proposition in advertising. (10 marks)

Question 6 (25 marks)

a) Examine any three (3) forms of out of home/outdoor advertising that an organisation can you use to reach its target audience. (15 marks)

b) Differentiate between zipping and zapping using suitable examples. (10 mark)

END OF EXAMINATION