



FACULTY OF BUSINESS SCIENCES AND MANAGEMENT

DEPARTMENT OF MARKETING

BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING

ADVERTISING [BMA 1201]

FINAL EXAMINATION

APRIL 2024

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.
4. Please indicate the study mode (Conventional/Block) on the cover of your answer script.

INFORMATION

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

QUESTION 1 (Compulsory)

A recent study on viewers of the five major commercial channels in Zimbabwe was conducted by in 2023. It was found that during commercial breaks, 29 percent of the audience stopped watching television or switched away to another channel. This loss of viewers was partially compensated for by an average increase of 7 percent of new viewers who also tuned in from other channels. The study also found that people stop viewing TV during a commercial break because they have a reason to stop watching television altogether or they want to find out what is being shown on other channels. The number of people tuning in and out during breaks was not caused by the type of products being advertised or by specific characteristics of the commercials.

Another recent study, also found that changing channels during commercial breaks was very prevalent among TV viewers in Zimbabwe and that these viewers recalled fewer of the brands advertised than did non channel shifting viewers. They also found that most of the brands that were recalled by customers changing channels were placed near the end of the commercial break, which is when viewers would be likely to be returning to a program.

- a) Critically analyse the lessons you have learnt from the above research with regard to limited viewer attention. (20 marks)
- b) Suggest ways of holding viewers' attention during commercial breaks. (5 marks)

QUESTION 2

- a. Examine the three (3) major objectives of advertising giving relevant examples. (15 marks)
- b. Discuss the factors to consider in the selection of advertising agency. (10 marks)

QUESTION 3

- a) Identify and explain the 5 steps of the creative process as propounded by Young (15 marks)
- b) Justify the use of unique selling proposition in advertising. (10 marks)

QUESTION 4

Discuss the top-down approach to setting an advertising budget. (25 marks)

QUESTION 5

- a) Define media planning (5 marks)
- b) Explain the four stages involved in developing a media plan. (20 marks)

QUESTION 6

- a. Define the term out-of-home advertising giving relevant examples (5 marks)
- b. Examine any five advantages and five disadvantages of transit advertising. (20 marks)