



REFORMED CHURCH UNIVERSITY

**FACULTY OF ARTS, THEOLOGY, CULTURE AND
HERITAGE STUDIES**

**BACHELOR OF ARTS HONOURS IN MEDIA AND DIGITAL
STUDIES**

ADVERTISING & THE MEDIA

HMDS 108

PART 1 SEMESTER 2 EXAMINATION

TOTAL MARKS [100]

Date: OCTOBER 2024

Time: 3 Hours

INSTRUCTIONS

1. This paper has *five (5)* questions
2. Answer any *three (3)* questions
3. Each question carries *100 marks*
4. Start each question on a new page

1. Examine the importance of audience measurement and audience segmentation in advertising. (100)
2. Analyse the effectiveness of digital advertising compare to traditional forms of advertising. (100)
3. Develop a media plan for the campaign of a launch of a soft drink including the selection of media channels and allocation of budget. (100)
4. Discuss the importance of brand awareness and brand image in advertising. (100)
5. Examine the ethical considerations of advertising including issues of truthfulness, privacy and consumer protection. (100)

END OF PAPER