



**REFORMED CHURCH UNIVERSITY**

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

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

**ADVERTISING AND THE MEDIA**

**HMDS 108**

**PART 1 SEMESTER 2 EXAMINATION**

**TOTAL MARKS [100]**

Date: June 2024

Time: 3 Hours

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**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. With the aid of relevant examples, evaluate the impact of advertising messages on consumer behaviour and attitudes. (100)
2. “Advertising your products in the newspaper is a waste of resources”. Discuss this view in light of the media landscape of Zimbabwe. (100)
3. Justify that, ‘An effective media campaign is that which captures the needs of the consumer.’ (100)
4. Evaluate the impact of advertising revenue on media content. (100)
5. With reference to any visual or audio advertising campaign that was done in Zimbabwe, examine the factors that should be considered when matching target audience and the media. (100)

**END OF PAPER**