



**NATIONAL UNIVERSITY OF LESOTHO
INSTITUTE OF EXTRA MURAL STUDIES
RESEARCH, EVALUATION & MEDIA DEPARTMENT
DIPLOMA IN MASS COMMUNICATION
2022/2023 ACADEMIC YEAR**

**MAC 0304 – Advertising & Public Relations – Year 3
First Semester Final Examination Paper**

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January 2023

Marks: 100

Time: 3 hrs.
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Instructions:

- Read all questions carefully before you answer.
- **In Section A answer five (5) questions. Answer five (5) questions in Section B.**
- Number your answers exactly the same way they appear on the question paper.
- Please ensure that you proof-read all your answers.
- Marks will be deducted for untidy and/or illegible handwriting and grammar mistakes.
- Each question must be answered on a separate page.

SECTION A – Advertising [50 marks]

Instruction: Please write down **the correct answers in your examination booklet.**

Question 1

Total Marks: 10

1. What are the 4 steps of the AIDA model?

- A. Attention, Interest, Desire, and Action.
- B. Attention, Influence, Desire, and Action.
- C. Attention, Information, Describe, and Action.
- D. Attention, Interest, Describe, and Action.

2. Advertising is criticized because the cost involved in making adverts is generally

- A. Medium.
- B. Low.
- C. High.
- D. Moderate.

3. Advertising contributes to

- A. Economic growth of society or country.
- B. National problems.
- C. None of the above.
- D. Advertiser.

4. The following is the main function of advertising:

- A. Persuade.
- B. Communicate.
- C. Marketing.
- D. Monitor.

5. The following is the biggest limitation of advertising:

- A. It forces the consumer to buy the things he does not need.
- B. It sells gloss and dreams too and dreams to prospective buyers.
- C. It tells consumers about the arrival of new products in the market.
- D. All of the above.

6. Which media has the highest value of reach in the Lesotho context?

- A. Television.
- B. Newspaper.
- C. Radio.

D. Magazines.

7. Which one of the following is not a media vehicle?

- A. Leaflet.
- B. Television.
- C. Conference hall.
- D. Internet.

8. Reach refers to the percentage of

- A. Customers in a targeted market.
- B. The population that advertisers consider.
- C. Customers in the targeted market who are exposed to an advertising campaign.
- D. Customers contacted (in person) in an advertising campaign.

9. Media planning is the process of determining how to use.

- A. Cost and profit.
- B. Time and space.
- C. Money and time.
- D. Time and client's resources.

10. The client of an advertising agency is called

- A. Customer.
- B. Major.
- C. Corporate.
- D. Account.

Question 2

- A. **What** is the meaning of advertisement? Provide an example to show understanding. [3]
- B. Explain any **three (3)** goals and purposes of advertising. [3]
- C. Name and briefly describe **any two (2)** advertising media. [4]

Question 3

- A. Name and briefly explain any **two (2)** components of advertising. [4]
- B. **Elaborate** on any **three (3)** importance of research in advertising. [6]

Question 4

Name and briefly explain any **five (5)** types of an advertising agencies. [10]

Question 5

- A. What is advertising ethics? Give examples of ethical or unethical advertising. [2]
- B. Explain what do you understand by an advertising campaign. [2]
- C. Narrate any **three (3)** functions of advertising and public relations. [6]

Question 6

In two (2) good paragraphs, demonstrating the importance of advertising on new media in the 21st century. [10]

SECTION B – Public Relations [50 marks]

Instruction: Please write down **the correct answers in your examination booklet.**

Question 7

Total Marks: 10

1. Public relations can be defined as

- A. A collection of techniques for persuading people to buy products they don't need.
- B. A collection of techniques for persuading news organizations to give space or time to people or products that are not inherently newsworthy.
- C. Planned and continuous communication to provide information about an organization, issue or product to the public.
- D. Planned and continuous communication to obscure the inadequacies of an organization or product.

2. PR normally stands for Press Relations. True or false?

- A. True.
- B. False.

3. Use several tools, including news, speeches, corporate identity materials, and special events.

- A. Advertising agencies.
- B. Advertising specialists.
- C. Public relations professionals.
- D. Media planners.

4. The model RACE used by public relations stands for?

- A. Research, Action Plan, Communication, Evaluation
- B. Research, Action, Communication, Evidence
- C. Research, Action, Confirmation, Evaluation
- D. Research, Assessment, Communication, and Evaluate

5. Which of the following is least likely to be performed by a public relations department?

- A. Research.
- B. Media planning.
- C. Public relations.
- D. Investor relations.

6. PR may use the same _____ (e.g., television, radio or Internet) as advertising, but in a very different way.

- A. External communication.
- B. Media.
- C. Internal communication.
- D. Politicians.

7. _____ is a written or recorded communication directed at members of the new media for the purpose of announcing something as having news value

- A. Press Release.
- B. Public announcement.
- C. Press statement.
- D. Press conference.

8. _____ is the ongoing use of two-way communication to develop, maintain, and sustain positive relationships with the public.

- A. Public relations.
- B. Consumer relations.
- C. Public-private communications.
- D. Community persuasion.

9. A _____ is a series of coordinated public relations activities designed to achieve specific objectives (e.g. to reposition an organization or to educate people about its mission, objectives, etc.).

- A. Stunt.
- B. Crisis.
- C. Campaign.
- D. Public relations.

10. What is the main target public that can enable public relations to communicate to a larger target public?

- A. Internal public.
- B. Journalist.
- C. External public
- D. Clients.

Question 8

- A. What is the importance of two-way communication? [4]
- B. What do you understand by a mutually beneficial relationship between an organization and its target public? [6]

Question 9

Describe the first five (5) factors/steps to be considered for planning a successful Public Relations campaign. [10]

Question 10

- A. Explain any two (2) functions of public relations. [2]
- B. summaries any two (2) techniques that can be used by public relations. [2]
- C. Name and briefly explain any three (6) characteristics of public relations. [6]

Question 11

- A. Narrate any **two (2)** basic components of a press release. [2]
- B. Name and briefly discuss the four (4) models of public relations as it has been revolving throughout history. [8]

Question 12

- A. In your own words, describe research from public relations viewpoint. [2]
- B. Summarise any **four (4)** main points why you regard research important in public relations. [8]