

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FINAL EXAMINATION

TITLE OF PAPER: ADVERTISING RESEARCH

COURSE CODE: JMC 406

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

ANSWER THREE (3) QUESTIONS FROM SECTION A, AND ALL
QUESTIONS IN SECTION B

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GRANTED BY THE INVIGILATOR.**

SECTION A

QUESTION 1: TYPES OF ADVERTISING RESEARCH.

- (a) During the course, you became aware of the two types of generic research, namely applied and basic research. Elaborate on the differences in the two categories and support with examples.

[25 MARKS]

- (b) Why is it important for the practitioner to understand the role of research in advertising planning?

[5 MARKS]

QUESTION 2: COMMUNICATION MODELS AND ADVERTISING RESEARCH

Outline all the stages involved in the “Lavidge and Steiner Model” and how it differs from the “New Adopter Hierarchy Model”.

[25 MARKS]

QUESTION 3: STRATEGIES AND TACTICS.

Kentucky Fried Chicken spread malicious rumours about their rival, Nandos Chicken outlet. Kentucky’s line of attack adversely affected Nandos, as their sales dropped massively and their outlet in Swaziland eventually closed down. Nandos Chicken Outlet is determined to make a come-back, and has employed you as their Advertising Executive. Draft a strategy and tactics for Nandos Chicken Outlet.

[25 MARKS]

QUESTION 4: METHODS OF ADVERTISING RESEARCH

The "Consumer Jury", a method of testing advertisements that involves asking consumers to compare, rank, and evaluate the ads is the oldest and simplest test. Explain what the process takes into account.

[25 MARKS]

SECTION B (COMPULSORY)

1. Wave Analysis is not a series of interviews during a campaign.

- a. True
- b. False

[2 MARKS]

2. Advertising planners are hybrid between the account manager and the research analyst.

- a. True
- b. False

[2 MARKS]

3. Account management does not supervise the work flow & budget allocations on the advertising account.

- a. True
- b. False

[2 MARKS]

4. Consumers are more likely to process information centrally when motivation and ability to process is high.

- a. True
- b. False
- c. Neither of the above

[2 MARKS]

5. In the Research Stream, which of the following is not associated with the peripheral processing of information?

- a. Holistic Thinking
- b. Rational and Logical Thinking
- c. Cognitive Short Cuts
- d. Associating negative and positive cues from ads

[5 MARKS]

6. Advertising does not have an obligation to society to ensure the ethical and moral quality of its messages.
- a. True
 - b. False

[2 MARKS]

7. Planning and data collection is not part of the research process for addressing communications problem.
- a. True
 - b. False

[2 MARKS]

8. Research analysts are more data-centred than brand-centred.
- a. False
 - b. True

[2 MARKS]

9. Agency researchers are not experts in planning, implementing, and reporting research efforts.
- a. False
 - b. True

[2 MARKS]

10. What does the creative process model in advertising involve?
- a. Verification
 - b. Illumination
 - c. All of the above
 - d. None of the above

[2 MARKS]