

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2017/2018 SEMESTER I EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: ADVERTISING RESEARCH

COURSE CODE: JMC 406

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

Answer **THREE** questions.

Question 1 is **COMPULSORY**.

Spelling and grammar will count in grading.

Use your own examples to illustrate your answer(s).

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN
GRANTED BY THE INVIGILATOR**

QUESTION 1 (COMPULSORY)

The National Malaria Control Programme (NMCP) is in the process of rebranding. It will no longer be known as NMCP but will now focus on malaria elimination in Swaziland hence it will be known as the National Malaria Programme (NMP). You have been assigned the task of collecting data to find out the perception and attitudes of people living in malaria areas about this move. Design an instrument that you will use to gather the data justifying your selection.

(20 Marks)

QUESTION 2

- a) According to Wimmer (2000) most advertising research falls under one broad category. Name and define this category.

(4 Marks)

- b) Identify a brand of your choice and design research in the cognitive dimension.

(16 Marks)

QUESTION 3

- a) Reliability and validity is a major issue when it comes to advertising research. Discuss, giving examples to illustrate your answer.

(10 Marks)

- b) Advertising research uses qualitative and quantitative research. Discuss, giving examples to illustrate your answer.

(6 Marks)

- c) Research in advertising includes a number of approaches. Discuss any two such approaches.

(4 Marks)

QUESTION 4

- a) Define informed consent.

(2 Marks)

- b) Discuss two broad areas where potential research participants must be provided informed consent, giving examples to support your answer.

(10 Marks)

- c) Using the guidelines in Davies (2012) develop an informed consent form for a study you want to undertake involving pregnant women.

(8 Marks)

QUESTION 5

Explain the following, giving examples to illustrate your answer:

- a) Concept tests
- b) Sample frame
- c) Six item Likert scale
- d) Snowball sampling
- e) Hypothesis

(20 Marks)

QUESTION 6

- a) Define observational research.

(2 Marks)

- b) Explain whether human observational research is qualitative or quantitative. Give examples to illustrate your answer.

(6 Marks)

- c) Discuss four types of situations most suitable for human observation research.

(12 Marks)