

UNIVERSITY OF ESWATINI
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2020/2021 EXAMINATION QUESTION PAPER: RESIT

TITLE OF PAPER: ADVERTISING RESEARCH

COURSE CODE: JMC 417

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

Answer THREE questions.

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

- a) Wimmer and Dominick (2014) argue that the difference between quantitative and qualitative research is blurred. Discuss, aiding your answer with examples.

(10 Marks)

- b) Explain the significance of copy testing in advertising research.

(4 Marks)

- c) There are numerous approaches in research in advertising. Explain any two approaches giving examples to illustrate your answer.

(6 Marks)

QUESTION 2

- a) Davies (2012) notes that codes of ethics incorporate the principles of autonomy, nonmaleficence and beneficence. Explain this statement supporting your answer with examples.

(10 Marks)

- b) Discuss the rights of children in advertising research aiding your answer with examples.

(10 Marks)

QUESTION 3

- a) Wimmer and Dominick (2014) argue that there is no area of mass media that is not affected by research. Explain this statement in relation to the significance of advertising research.

(10 Marks)

- b) A hypothesis is a testable proposition. Discuss giving examples to illustrate your answer.

(5 Marks)

- c) Discuss the importance of reliability and validity in advertising research.

(5 Marks)

QUESTION 4

The scientific method is the choice of mass media researchers because it includes all the steps that allow for the advancement of knowledge. Discuss five qualities that differentiate the scientific method from the other methods of knowing or learning adapted from Wimmer and Dominick (2014). Illustrate your answer with examples.

(20 Marks)

QUESTION 5

a) Discuss four primary ways of collecting data through the use of surveys, giving examples to illustrate your points.

(12 Marks)

b) Compare and contrast snowball sampling and quota sampling.

(8 Marks)

QUESTION 6

a) Explain two important activities that have to take place prior to data examination of focus groups.

(4 Marks)

b) Explain any five criteria used to determine which survey method to use for a particular study illustrating your answer with examples.

(10 Marks)

c) Qualitative data analysis centres on themes. Explain this statement giving examples to support your answer.

(4 Marks)

d) What is a metatheme?

(2 Marks)