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UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
FINAL EXAMINATION – NOVEMBER 2013

TITLE OF PAPER: ADVERTISING RESEARCH
COURSE CODE: JMC 406
TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

1. ANSWER QUESTION 1 AND ANY OTHER TWO (2) QUESTIONS.
2. EACH QUESTION CARRIES 20 MARKS.
3. THIS PAPER CONSISTS OF TWO (2) PAGES, COVER PAGE INCLUDED.

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

QUESTION 1 (ANSWER THIS QUESTION AND CHOOSE ANY OTHER TWO BELOW)

A campus magazine, *UNISWA Today*, is distributed free of charge, on a monthly basis, and financed by selling advertising space. Assume you are the Editor of this magazine and you want to conduct a readership study. Discuss the Media Research method you would select and three techniques you would apply, as well as highlight typical research questions that you would ask.

20 MARKS

QUESTION 2

Advertisers typically use Pretesting and Post testing in advertising research. Define these concepts and briefly describe four Pretesting methods and four Post testing methods advanced by Arens (2006). Discuss at least one disadvantage associated with each method.

20 MARKS

QUESTION 3

You have been approached by the Ministry of Health to assess the impact of a PR information campaign, which included advertising, designed to persuade people to use condoms to prevent the spread of HIV and AIDS. Describe four Campaign Assessment research techniques one could employ when assessing the effectiveness of the advertising component of the campaign.

20 MARKS

QUESTION 4

Discuss five characteristic elements of advertisements advanced by Du Plooy (2002) that can be used as guidelines for both the formulation and research of creative concepts. Illustrate your answer with two relevant examples for each characteristic.

20 MARKS

QUESTION 5

A. Critically analyse two dimensions of persuasive effects (from the list below) advanced by Du Plooy (2002) which are considered when researching advertising message effectiveness.

B. Mention two techniques and at least one dependent variable tested in each dimension:

- a) Cognitive dimension
- b) Affective dimension
- c) Conative dimension

20 MARKS

QUESTION 6

To understand the consumer behaviour of the UNISWA student body as a mass market, use the Multivariable System of Market Segmentation and the Innovation Adoption Model to segment the population into various sub-groups.

20 MARKS