

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

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**TITLE OF PAPER:** ADVERTISING RESEARCH

**COURSE CODE:** JMC 406

**TIME ALLOWED:** TWO (2) HOURS

**INSTRUCTIONS:**

**1. ANSWER THREE QUESTIONS IN SECTION A. QUESTION ONE IS  
COMPULSORY.**

**2. ANSWER ALL QUESTIONS IN SECTION B.**

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

## **SECTION A**

### **I. STRATEGIES AND TACTICS (COMPULSORY) (35%)**

Surf was the brand leader in marketing powdered soaps. A new brand, Ariel, was suddenly introduced with heavy advertising and promotion, which adversely affected Surf, as its sales dropped massively. Surf is determined to make a come-back, and has commissioned you to carry out a research to find out the effect of this new threat on their brand. What would be your research design?

### **II. TYPES OF ADVERTISING RESEARCH (20%)**

Analyse three quantitative research methods and three qualitative research methods used in advertising. Support your answer with examples.

### **III. THE RESEARCH METHOD (20%)**

The Ministry of Home Affairs intends to implement a unique biometric identity card for the citizens, which is a new concept in Swaziland. Discuss and justify the research method you would choose?

### **IV. ADVERTISING AND SALES (20%)**

Discuss the relevance of this statement: "Advertising and sales are almost perfectly correlated, as when more money is spent on advertising, sales go up, and vice-versa. Surely our advertising expenditures are 'causing' sales to rise."

## SECTION B

### ANSWER ALL QUESTIONS:

- I. Distinguish between primary data and secondary data. Give examples of when you would use each source for data collection. (5%)
- II. Cite three reasons advertisers ignore research on advertising? (5%)
- III. Write a short note on non-probability sampling. (5%)
- IV. What is the need for pretesting and how can it be undertaken? (5%)
- V. What is probability sampling? Explain its techniques. (5%)