

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**2016/2017 EXAMINATION QUESTION PAPER: SUPPLEMENTARY**

**TITLE OF PAPER:** ADVERTISING RESEARCH

**COURSE CODE:** JMC 406

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

**(10 Marks)**

- b) Discuss five stages of persuasion giving concrete examples for each stage.

**(10 Marks)**

### QUESTION 2

Discuss the following, giving examples to support your answer.

- a) Informed consent
- b) Confidentiality and Privacy
- c) Autonomy
- d) Mistreatment

**(20 Marks)**

### QUESTION 3

- a) Wimmer (2014) argues 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.

**(8 Marks)**

- b) Qualitative data analysis centres around themes. Explain this statement giving examples to support your answer.

**(5 Marks)**

- c) What is a metatheme?

**(2 Marks)**

- d) What does CAQDAS stand for?

**(1 Mark)**

- e) Explain any two major drawbacks of CAQDAS.

**(4 Marks)**