

UNIVERSITY OF ESWATINI
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2018/2019 SEMESTER I EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: ADVERTISING RESEARCH

COURSE CODE: JMC 417

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)

Choose any brand and design a complete questionnaire to measure the effectiveness of a new television advertising campaign.

(20 Marks)

QUESTION 2

a) What is an attitude?

(2 Marks)

b) Compare and contrast ranking and rating. Give examples.

(4 Marks)

c) Between ranking and rating which is the better attitude measurement and why?

(4 Marks)

d) Attitudes are sometimes known as tripartite. Explain what this means giving examples to support your answer.

(6 Marks)

e) Construct a Likert scale that would measure student attitude toward First National Bank.

(4 Marks)

QUESTION 3

a) MTN eSwatini has continued to advertise its products using the Short Messaging Service (SMS). Discuss whether or not this type of advertising is effective.

(10 Marks)

b) Explain how you could measure the effectiveness of SMS advertising.

(4 Marks)

c) According to Wimmer and Dominick (2014), there is no area of mass media that is not affected by research. Discuss, illustrating your answer with examples.

(6 Marks)

QUESTION 4

- a) Explain the various stages in the selection of a sample.
(7 Marks)
- b) Define a sampling frame error giving an example to illustrate your answer.
(3 Marks)
- c) Define probability sampling.
(2 Marks)
- d) Explain any two-types of probability sampling giving examples to support your answer.
(4 Marks)
- e) Discuss any two types of nonprobability samples supporting your answer with examples.
(4 Marks)

QUESTION 5

Identify four television commercials for popular brands and do the following:

- a) Identify the objectives each of the brands wants to accomplish.
- b) Propose a procedure of how you would go about testing the effectiveness of each advert.
(20 Marks)

QUESTION 6

- a) Define copy testing.
(2 Marks)
- b) Explain the four stages in advertising message research. Give examples.
(8 Marks)
- c) A good copy testing system should demonstrate reliability and validity. Explain this statement giving examples to illustrate your answer.
(6 Marks)
- d) Explain the two general forms of message research.
(4 Marks)