

UNIVERSITY OF ESWATINI
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2019/2020 SEMESTER I EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: ADVERTISING RESEARCH

COURSE CODE: JMC 417

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

Answer **TWO (2)** questions.

Answer **ALL** questions in Section A.

Answer **ONE (1)** question in Section B.

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**

SECTION A

QUESTION 1A

1. The question: "What are key trends in the competitive environment?" is most related to what type of research?

- A) Market
- B) Consumer
- C) Creative
- D) Media
- E) Domain-centered

2. Successful advertising planning always builds upon a research-driven analysis of the marketplace.

[TRUE] OR [FALSE]

3. The question: "How do perceptions of our brand differ among users and nonusers?" is most related to what type of research?

- A) Market
- B) Consumer
- C) Creative
- D) Media
- E) Domain-centered

4. The question: "Which ad has the greatest potential to turn nonusers into users?" is most related to what type of research?

- A) Market
- B) Consumer
- C) Creative
- D) Media
- E) Domain-centered

5. The VERB campaign was a communication campaign designed to increase _____ physical activity.

- A) Teens'
- B) Adults'
- C) Tweens'
- D) Only girls'
- E) Only boys'

6. You pay respondents E100.00 at the start of a research study to increase participation. Sibusiso, a respondent, wants to quit half-way through the survey. What is the appropriate course of action?

- A) Allow Sibusiso to quit and keep the E100.00
- B) Allow Sibusiso to quit but take back the E100.00
- C) Try to talk Sibusiso out of quitting, and tell him you will give him another E100.00 to continue
- D) Try to talk Sibusiso out of quitting, but provide no additional monetary incentive
- E) Tell Sibusiso that if he quits, he will need to pay a penalty of E50.00

7. Under what circumstances is informed consent required?

- A) Only when private information is being collected
- B) Only when public information is being collected
- C) When both public and private information are being collected
- D) Informed consent is never required, it is always optional

8. Tengetile is conducting research with children. Some of the children recruited for the research are very hesitant to participate once they hear what they must do. Tengetile promises these children a toy if they change their minds. Tengetile's actions would be considered ethical.

[TRUE] OR [FALSE]

9. Which of the following is NOT a component of informed consent?

- A) Making it clear you are asking for participation in a research study
- B) Explaining the purpose of the research
- C) Noting who is conducting the research
- D) Explaining research timing and budget
- E) Explaining what is required to participate in the research

10. Which of the following is NOT a requirement of informed consent?

- A) Telling respondents what is required for them to participate
- B) Telling respondents how long the interview will take
- C) Telling respondents the name of the person in charge of the research
- D) Telling respondents what will be done with the data
- E) Telling respondents what they are expected to do

11. You ask respondents to view a commercial, after which you ask them their opinions. This aspect of their participation in the research was fully explained as part of informed consent. At the end of the survey, you give each respondent three bottles of shampoo as a "thank you" for participating and no further explanation is provided. These bottles are also part of the research as you plan to call each respondent a week later to get his/her reactions to the shampoo. Which of the following best describes this situation?

- A) This situation would be considered ethical because respondents are getting products for free.
- B) This situation would be considered ethical because respondents could decide not to take the shampoo.
- C) This situation would be considered unethical because respondents were not fully informed with regard to this portion of the research.
- D) This situation would be considered unethical because not all respondents will eventually use the shampoo.
- E) There is not enough information to determine the ethics of this situation.

12. Siboniso is an advertising researcher planning a new project. He looks at the legal requirements and constraints for the project. Siboniso's point of view is that so long as the project is legal, then it is also ethical. Do you agree or disagree with Siboniso?

AGREE or DISAGREE

13. Thobeka has written a long telephone survey and, because of the length, many respondents are hanging up before the survey is completed. Thobeka has asked her interviewers to try to talk respondents out of quitting by referring to their "obligation" to complete the survey. Would Thobeka's actions be consistent with the criteria for the ethical treatment of respondents? Why or why not?

a) CONSISTENT OR NOT CONSISTENT

b) Because _____

14. Siphesihle is the moderator for a focus group. The group consists of many shy individuals. Siphesihle wants to avoid making these individuals feel uncomfortable, so she decides not to mention that the groups are being filmed and that individuals are watching the group from behind a one-way mirror. Would Siphesihle's omission of this information be considered ethical?

YES, because _____

NO, because _____

15. Njabulo is monitoring blogs to determine attitudes toward his company. Informed consent requires that he obtain informed consent from the blog owners prior to conducting this research.

[TRUE] OR [FALSE]

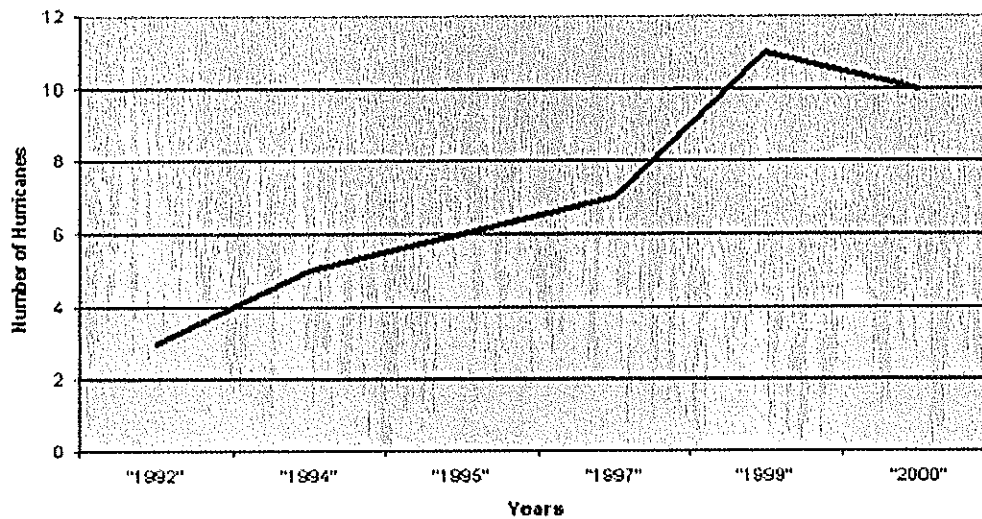
16. Human observation research is _____ in nature.

- A) Always quantitative
- B) Always qualitative
- C) Either qualitative or quantitative

17. A probability sample is one in which the members of the target population _____.

- A) Can easily be found for survey purposes
- B) All have an equal chance of being included in the sample
- C) Have participated in similar research studies
- D) Have agreed to accept an incentive to participate in the research
- E) Can be found in malls and other high-traffic areas

18. Consider the chart below.



This chart ...

- A) Is totally acceptable as shown
- B) Exhibits a problem only with the "Y-Axis" - the number of hurricanes
- C) Exhibits a problem only with the "X-Axis" - the years for which the data is presented
- D) Exhibits problems with both axes

19. _____ observation uses a researcher to observe other people's behaviors. All of the data is collected by a(n) _____ observer.

- A) Regulated
- B) Human
- C) Automated
- D) Biometric

20. The _____ observation of individuals is appropriate when the target behaviors are repetitive, frequent and/or occur within a reasonably short time frame.

- A) Artificial
- B) Planned
- C) Natural
- D) Deterministic

(20 Marks)

QUESTION 1B

Pick n Pay Lojaf intends rebranding all its stores in the Kingdom of Eswatini. Prior to the rebranding, the company intends conducting research to ascertain consumer opinions about its intentions. Your advertising agency assigns you the task of conducting the research.

- a) Explain how you would go about executing this task.
- b) Define your research problem
- c) Develop a data collection instrument(s), justifying your selection.
- d) Explain how you would analyse your data.

(20 Marks)

SECTION B

QUESTION 2

- a) Explain four ways for collecting data through surveys. **(2 Marks)**
- b) Explain the strengths and weaknesses of each approach (in [a] above). **(8 Marks)**
- c) Human observation is most appropriate in four types of situations. Explain, aiding your answer with examples. **(4 Marks)**
- d) With the aid of examples, discuss the strengths and weaknesses of structured and unstructured observations. **(6 Marks)**

QUESTION 3

- a) Wimmer and Dominick argue that the difference between quantitative and qualitative research is blurred. Discuss, aiding your answer with examples. **(8 Marks)**
- b) Explain the significance of copy testing in advertising research. **(4 Marks)**
- c) Discuss any two dimensions of which are appropriate to copy testing research. **(4 Marks)**
- d) There are numerous approaches in research in advertising. Explain any two approaches giving examples to illustrate your answer. **(4 Marks)**

QUESTION 4

- a) With the aid of a diagram explain the social technographics ladder that was developed by Forrester.

(10 Marks)

- b) A good copy testing system should demonstrate reliability and validity. Explain this statement giving examples to illustrate your answer.

(4 Marks)

- c) According to Davis (2012) the advertising planning focuses on four main areas of information needs. Discuss any three supporting your answer with examples.

(6 Marks)

QUESTION 5

- 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 non-probability sampling giving examples to support your answer.

(4 Marks)

- e) Discuss any two types of probability samples supporting your answer with examples.

(4 Marks)