

UNIVERSITY OF ESWATINI
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2020/2021 SEMESTER I EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: ADVERTISING RESEARCH

COURSE CODE: JMC 417

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

Answer **TWO** questions.

Answer **ALL** questions in Section A.

Answer **ONE** 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. How much are our competitors spending on their social media campaigns? is most related to what type of research?

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

2. Andile is just becoming engaged with social media. She has a Facebook page and she regularly visits social networking sites. Forrester Research would classify Andile as a

- A) critic
- B) collector
- C) joiner
- D) spectator
- E) creator

3. At an advertising agency, only individuals in the research department are concerned with research findings.

TRUE OR FALSE

4. Your client comes to you and says: "We need research to determine changes in consumers' attitudes toward our brand and our three primary competitors." The first question you should ask the client is:

- A) Who are your three primary competitors?
- B) How long do we have to collect this information?
- C) How is this information going to be used?
- D) What is the budget?
- E) Who do you think is the best person to plan the research?

5. Sample size is only a consideration in quantitative research.

TRUE OR FALSE

6. _____ 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

7. Human observation research is _____ in nature.

- A) always quantitative
- B) always qualitative
- C) either qualitative or quantitative

8. The observation of individuals as they read the labels of canned goods in a grocery store would be an example of _____ observation.

- A) artificial
- B) planned
- C) natural
- D) deterministic

9. Which of the following is NOT a nominal level measurement?

- A) dichotomous questions
- B) multiple choice questions
- C) rating scales
- D) checklists

10. You pay respondents E200.00 at the start of a research study to increase participation. Tibuyisile, a respondent, wants to quit half-way through the survey. What is the appropriate course of action?

- A) Allow Tibuyisile to quit and keep the E200.00
- B) Allow Tibuyisile to quit but take back the E200.00
- C) Try to talk Tibuyisile out of quitting, and tell him you will give him another E200.00 to continue
- D) Try to talk Tibuyisile out of quitting, but provide no additional monetary incentive.
- E) Tell Tibuyisile that if he quits, he will need to pay a penalty of E100.00

11. Samketi 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. Samketi promises these children a toy if they change their minds. Samketi's actions would be considered ethical.

[TRUE] OR [FALSE]

12. Which part of the research proposal contains a brief synopsis of the key points from each of the more detailed sections of the proposal?

- A) Executive Summary
- B) Background
- C) Problem Statement
- D) Appendix
- E) Methodology

13. 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

14. 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.

16. You inform respondents that all their information will be treated confidentially. Under which (if any) circumstances can the explicit assurance of data confidentiality be broken?

- A) It can never be broken.
- B) It can be broken after the data is more than a year old.
- C) It can be broken in order to maintain good client relations.
- D) It can be broken if the data released is not personal in nature.
- E) It can be broken if no harm is done to the respondents.

17. Tandzile is writing the informed consent form for a research study. She puts in her contact information in case respondents have questions. Then she adds the line: "If you leave the survey to contact the principal researcher, Hannah then you will not be able to return to the survey and participate in the prize drawing." This additional detail makes the conditions of the research:

- A) Acceptable
- B) Unacceptable

18. Sandziso puts invisible (to the respondent) identifiers on the survey to keep track of who has or has not responded. After the research has concluded, the client asks to see the questionnaires. What should Sandziso do?

- A) Keep and refuse to send the questionnaires
- B) Shred the questionnaires
- C) Send the questionnaires without any modification
- D) Send the questionnaires after the identifiers have been removed
- E) Send the questionnaires without any modification, but only if the client pays associated costs

19. There are clear and explicit legal guidelines for conducting research in online communities.

[TRUE] OR [FALSE]

20. Only _____ sampling allows you to make valid generalizations about the population from which the sample was drawn.

- A) random
- B) judgment
- C) nonrandom
- D) snowball
- E) quota

21. Probability sampling is _____ research.

- A) most frequently used in qualitative
- B) most frequently used in quantitative
- C) equally frequent in qualitative and quantitative

22. Once the target population is defined, the next step _____.

- A) selects the sampling method
- B) determines the project budget
- C) identifies the questions to be used on the survey
- D) sets parameters for study timing
- E) determines the appropriate procedures for data analysis

23. Focus groups are a form of nonprobability sampling. It is acceptable to generalize the results of focus groups to the broader population from which the participants were drawn.

[TRUE] OR [FALSE]

24. Statistical tests are _____ for use in qualitative data analysis.

- A) inappropriate
- B) appropriate

25. 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

(25 Marks)

QUESTION 1B

Eswatini Mobile intends to conduct a survey on its subscribers' attitudes and perceptions towards the brand. Construct a 20 item instrument for the survey.

(25 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 (2014) 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 appropriate for 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) 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)