

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

**TITLE OF PAPER:** ADVERTISING RESEARCH

**COURSE CODE:** JMC 406

**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)

- a) The editors of *The Nation* magazine have redesigned the magazine to appeal to a larger audience. The new look magazine will go on sale in January 2017. Recommend the appropriate data collection method(s) on the perceptions of the readers about the new look, justifying your selection.
- b) Based on your method develop at least 10 questions that are likely to be included in your instrument.

**(20 Marks)**

### QUESTION 2

- a) Define an attitude? **(2 Marks)**
- b) Describe three components of an attitude. **(9 Marks)**
- c) Explain how you would measure an attitude. **(2 Marks)**
- d) List three questions that capture attitudinal items. **(3 Marks)**
- e) Explain the difference between a five-item and a six item Likert scale. **(4 Marks)**

### QUESTION 3

- a) Compare and contrast quantitative and qualitative research giving examples to illustrate your answer. **(10 Marks)**
- b) Describe copy testing. **(4 Marks)**
- c) There are numerous approaches in research in advertising. Explain any two approaches giving examples to illustrate your answer. **(6 Marks)**

#### **QUESTION 4**

- a) Discuss the rights of children in advertising research aiding your answer with examples.

**(10 Marks)**

- b) Davies (2012) notes that codes of ethics incorporate the principles of autonomy, nonmaleficence and beneficence. Explain this statement supporting your answer with examples.

**(10 Marks)**

#### **QUESTION 5**

- a) Define observational research.

**(2 Marks)**

- b) Explain whether human observational research is qualitative or quantitative. Give examples to illustrate your answer.

**(6 Marks)**

- c) Discuss four types of situations most suitable for human observation research.

**(12 Marks)**

#### **QUESTION 6**

Discuss the following:

- a) Validity
- b) Reliability
- c) Pshychographic studies
- d) Metathemes

**(20 Marks)**