

Alvytana Mavua

COM 405- AUDIENCE ANALYSIS EXAM-Online

Instructions: SECTION A is compulsory. Answer any THREE from SECTION B

SECTION A

Question One

- a) What do you understand by the term 'Audience Analysis'?
(1 Mark)
- b) Using relevant examples, demonstrate your understanding of these **THREE** types of audience researches:
 - i) Applied versus Theoretical Researches (3 marks)
 - ii) Qualitative versus Quantitative Researches (3 marks)
 - iii) Syndicated versus Custom Researches (3 marks)

SECTION B

Question Two

Audience researchers are particularly interested in audiences as members of groups since they are more predictable. Using relevant examples, examine the **THREE** types of reference groups. (10 marks)

Question Three

Culture is one of the parameters used to understand audiences in the process of audience analysis. The different definitions of culture indicate that not only is learning a fundamental aspect of culture, learning leads to change. Using grounded examples, examine **FIVE** means we learn and adopt to different cultural dispositions: (10 marks)

Question Four

Social class stratification of audiences has been accused of being subjective and a measure of patterns of inequalities in a society. However, social class cannot be ignored as an aspect of audience analysis. With the use of examples within your context, analyze **FIVE** social class variables. (10 marks)

Question Five

Individual audiences are influenced by perception to inform their decisions. Using an example within your context, argue how the 4Ps influence audiences' decisions or behavior.