



Inspiring Innovation and Leadership

KARATINA UNIVERSITY
UNIVERSITY EXAMINATIONS
THIRD YEAR, FIRST SEMESTER EXAMINATION
2023/2024 ACADEMIC YEAR

FOR THE
DEGREE OF:
BACHELOR OF SCIENCE IN COMMUNICATION AND
PUBLIC RELATIONS

COURSE CODE: CCM 305

COURSE TITLE: MEDIA AUDIENCE ANALYSIS

DATE: 19TH DEC, 2023

TIME: 8.00AM-10.00AM

INSTRUCTION TO THE CANDIDATES

SEE INSIDE

CCM 305: MEDIA AUDIENCE ANALYSIS

Instruction: Answer FOUR Questions. Question ONE is Compulsory

1. Read the case study below and answer the questions that follow:

Any successful business strategy revolves around reaching the right people. Maybe you have developed an app that has the potential to go viral or updated your existing product to be more inclusive. No matter the effort you've put into creating something new, if it reaches no one, the hard work has no impact. That's where audience analysis comes in. Defining your audience and nurturing potential customers is perhaps one of the most important steps of market research, however, it does have its challenges and pain points. Audience analysis helps you determine who you should be tailoring your content for, as well as what types of campaigns could generate the highest engagement. Creating these hyper focused campaigns boosts user experience. Focusing on building your relationship with customers can improve audience loyalty and help word spread about your brand, expanding your customer base. You'll reduce the amount of missed leads, and eventually improve funnel conversion. Besides ensuring that your content is accurate, relevant, and engaging to your users, audience analysis can save you significant time and money. Knowing exactly who your audience members are will help you narrow down your parameters. This is a key factor in maintaining a cost-effective marketing campaign and generating brand awareness. Audience analysis will also help establish if you are losing your audience and the reasons for changes in the audience.

- a) According to Denis McQuail, audiences change due to various reasons. Discuss five of those reasons supporting your answers with examples. (10marks)
 - b) Citing examples, explain five ways in which advancement in technology has led to fragmentation of media audiences. (10marks)
 - c) Mass audience is defined by certain characteristics. Explain five of those characteristics. (5marks)
2. a) Define post-purchase analysis and explain two reasons why consumers of goods and services engage in it. (5marks)
- b) Giving examples, explore five ways in which the Graeco-Roman audience differ from the modern audience. (10marks)

3. a) citing examples, explain the four ways of analyzing the audience according to Nightingale. (8marks)

b) Using examples, discuss how changes in the field of mass communication have made audience analysis and classification difficult to conduct. (7marks)

4. a) Businesses conduct analysis of their audiences from time to time. Discuss three benefits of studying audience formation for any organization. (6 marks)

b) Explain Maslow's hierarchy of needs and discuss how it relates to audience consumer behaviour. (9 marks)

5. a) Customers are motivated by several factors when making purchase decisions. Discuss five aspects of the consumer motivation process. (10marks)

b) People at different levels and stages of life consume different forms of media content. Discuss five factors that determine the kind of media that appeals to a person. (5 marks)

6. a) citing examples, discuss five factors that influence motivation in the purchase decision-making. (9marks)

a) Using examples, explain three ways in which media audience research is conducted for print media. (6marks)