

# Tutorial letter 201/1/2015

## MARKETING RESEARCH MNM3702

### Semester 1

### Department of Marketing and Retail Management

#### IMPORTANT INFORMATION

Please activate your myUnisa and myLife e-mail addresses and ensure that you have regular access to the myUnisa module site MNM3702-2015-S1 as well as to your group site.

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<b>1 INTRODUCTION</b>
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**Dear Student**

This tutorial letter contains information about communication with your lecturer and the suggested solution to Assignment 01 (which was compulsory).

<b>2 COMMUNICATION WITH LECTURER</b>
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You are welcome to contact your lecturer should you wish to discuss any subject-related problems. If you would like to see your lecturer in person, please make an appointment in advance.

The lecturer for this module is Ms EC Nell and can be contacted at:

Address: AJH van der Walt Building 5-55  
 Telephone: 012 429 8303  
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Please note that you may contact your lecturer only if you have academic enquiries – that is, enquiries about the **content** of the module. Administrative enquiries concerning fees, receipt of assignments, examination dates and so on, should be directed to the relevant administrative departments. E-mail: [study-info@unisa.ac.za](mailto:study-info@unisa.ac.za)  
 Refer to section 2 of Tutorial Letter 101 for this year.

### 3 GUIDELINES FOR ANSWERING ASSIGNMENT 01

The answers to the compulsory assignment are as follows:

#### QUESTION 1

**The correct answer is option 3.**

In-depth interviews will be the most suitable method, as in-depth questions probe for in-depth answers. In-depth interviews are used when the topic being addressed is embarrassing, stressful or confidential; when detailed analysis needs to be done on a complex issue; when the interviewer needs to gain insight into a decision process and when a complex situation exists and the main objective is to gain insight rather than to measure. In the case of FFW, more insight is needed and therefore in-depth interviews will be the most appropriate method. Refer to page 1 in the case study book and page 95–96 in the prescribed textbook.

#### QUESTION 2

**The correct answer is option 2.**

Secondary research is existing research that was previously gathered for other purposes. In the case of FFW, they have looked into their archives (past research) of five years. That is internal secondary data. Refer to page 1 in the case study book and page 74 in the prescribed textbook.

#### QUESTION 3

**The correct answer is option 1.**

FFW have summarised that **statistically**, women are lower insurance risks than their male counterparts, based on the fact that they take fewer risks, make more careful decisions etc. Quantitative research focuses on statistical data analysis, whereas qualitative research focuses on non-statistical data analysis. Refer to page 1 in the case study book and page 59 in the prescribed textbook.

#### QUESTION 4

**The correct answer is option 2.**

Bio-Strath launched a campaign with the main idea to increase penetration into the market by targeting new consumers within the core target market, namely women aged 25-49 in the LSM group 7-10, with the emphasis on white, coloured and Indian consumers. This scenario describes the sample design. In the sample design process you need to describe the population and determine the sample frame and size, and Bio-Strath has outlined their sample frame. Refer to page 26 in the case study book and page 185 in the prescribed textbook.

**QUESTION 5**

**The correct answer is option 2.**

This is the correct answer as descriptive research is a role of marketing research which depicts the current situation of an object or issue researched and how this may impact on a company. Option 1 is incorrect as, although it is a role of marketing research, it diagnoses the effects of a certain event in a given situation, for example what the impact of a price increase will be on sales of a specific product. Option 3 is incorrect as basic research is not a role of marketing research, but a level and/or function of research. The aim is simply to obtain and generate information and not to determine how the information will be used or applied, as the research serves a broader purpose. Option 4 is incorrect as, although predictive research is a role of marketing research, it is used to predict and forecast the outcomes of new strategies, products or services developed. Refer to page 3 in the prescribed textbook.

**QUESTION 6**

**The correct answer is option 3.**

This is the correct answer as the research design implies research planning and is the framework that directs marketing research efforts. Option 1, 2 and 4 are incorrect as these steps do not entail the writing of a formal research proposal outlining the entire possible research process. Refer to page 33 in the prescribed textbook.

**QUESTION 7**

**The correct answer is option 3.**

This is the correct answer as all these refer to the methodology of a study. Flaws in the methodology can create results that are invalid, unreliable or not useable beyond the original study. Option 1 is incorrect as credibility refers to the quality of the data source as well as the enterprise/institution that collected the data. Option 2 is incorrect as consistency refers to seeking multiple sources of the same data. Option 4 is incorrect as bias refers to the reason why the data was collected. Refer to page 80 in the prescribed textbook.

**QUESTION 8**

**The correct answer is option 1.**

This is the correct answer as external secondary data is data outside the organisation that already exist. One will therefore visit retail stores that sell carry bags to compile a list of bags in terms of design, size and price. Option 2 is incorrect as the data required will not be found within the organisation which is the case with internal secondary data. Option 3 and 4 are incorrect as quantitative and qualitative data are forms of primary data which do not exist to solve a marketing problem or opportunity. Her first task was to look at existing fast foods in the market; therefore the data already existed. Refer to page 85 in the prescribed textbook.

**QUESTION 9**

**The correct answer is option 3.**

This is the correct answer as questionnaires must be checked especially at the beginning of the fieldwork to ensure possible mistakes are not repeated to prevent unnecessary additional interviews having to be conducted. Option 1 is incorrect as fieldworkers must be evaluated throughout the fieldwork process. Option 2 is incorrect as fieldworkers must submit questionnaires on a regular basis. This will ensure that the fieldworker regularly receives feedback and any errors or problems may be rectified as soon as possible. Option 4 is incorrect as expected and unexpected problems will arise during fieldwork so it is likely that fieldworkers will make mistakes. Regularly checking and feedback will minimise mistakes. Refer to page 224 in the prescribed textbook.

**QUESTION 10**

**The correct answer is option 2.**

This is the correct answer as the sample is a selection of the elements of the population. In this example it can be every fifth grower registered as supplier to the market. Option 1 is incorrect as the aggregate of all the units of the analysis forms the population. Option 3 is incorrect as the sample frame is the actual list of sample units from which the sample is drawn; in this case it would be the list obtained from the Mpumalanga fruit and vegetable market. Option 4 is incorrect as the sample elements are the people you want to speak to which in this case will be the individuals who manage the growing process on each farm. Refer to page 193–194 in the prescribed textbook.

**4 CONCLUDING REMARKS**

If you have any queries regarding the content of the work, you are welcome to contact me. If you have any administrative enquiries (e.g. about year mark), please contact the Contact Centre.

I wish you success in your studies.

**Ms EC Nell**  
**Department of Marketing and Retail Management**  
**Unisa**