

# MNM3025

FIRST SEMESTER 2012



# DISCUSSION CLASS STRUCTURE!



- Guide students through the prescribed material using the slides as point of departure
- Discuss any problem areas - identify and we will address specifically
- Discuss Example Exam questions

# GENERAL



- Received all study material?
- Take note of contact numbers in tutorial letters
- Take note of page reference guide
- Log onto myUnisa for all tutorial letters
- Call centre numbers

# GENERAL ASPECTS OF THE MODULE



- This presentation does not cover all aspects important for study purposes. You need to study all sections marked 'study' in the study guide and relevant sections in the textbook.
- Make sure that you have the correct textbook to study
- The study guide on its own is not sufficient to pass the examination

# OVERVIEW



- Perspectives on marketing research
- Definitions and scope of marketing research
- Research process
- Data collection
- Data analysis
- Reporting results

# NATURE OF MARKETING RESEARCH (MR)



- Systematic and objective process of planning, gathering, analysing and reporting data
- Used to solve a specific problem or opportunity to aid in decision making
- Scientific method of marketing research

# IMPORTANCE OF MARKETING RESEARCH IN DECISION MAKING

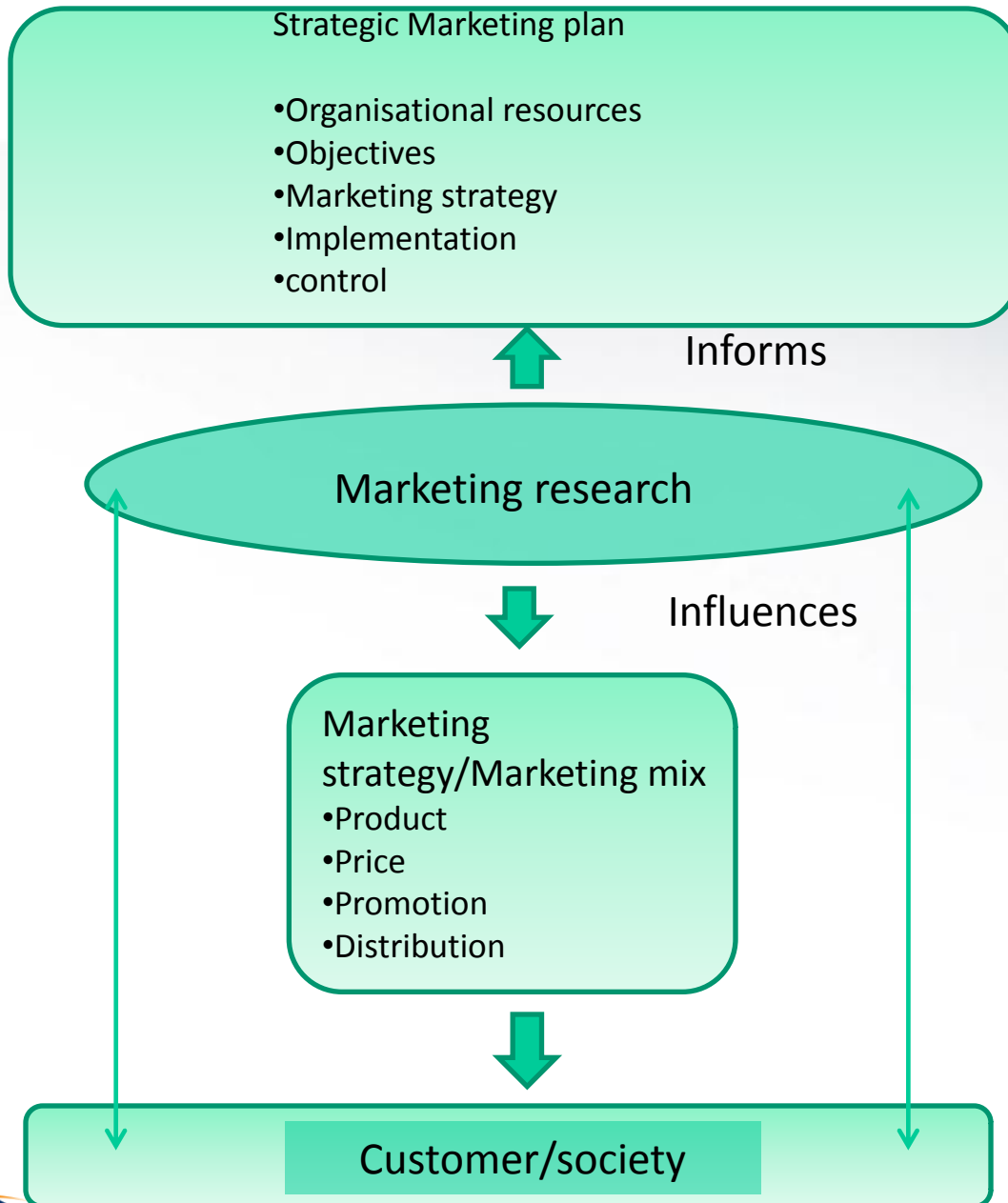


- Helps in drive for quality and customer satisfaction
- Necessary to keep existing customers
- Provides insight to an ever changing market



- Marketing research in perspective





# MARKETING INFORMATION SYSTEMS



Is a planned combination of systems for the continuous gathering, filtering, storing, and flow of information for decision making

- Prerequisites for an effective MIS:
  - Quality and value of information
  - Costs

**Needs to be maintained to be useful**

# MIS (continued)



- Types of MIS systems

- Simple
- Extensive

Fig 1.6 & 1.7 - NB!

- Components of an MIS:

- Internal reporting sub-system
- Marketing intelligence sub-system
- Marketing research sub-system
- Statistical sub-system
- Marketing Decision Support System (MDSS)

Marketing research sub-system

# MARKETING RESEARCH DESIGNS



- Exploratory
  - Secondary data analysis
  - Experience surveys
  - Pilot studies
  - Case studies
- Descriptive
  - Longitudinal studies
  - Cross-sectional studies
- Causal ←
  - Laboratory experiments
  - Field experiments

Not casual!!!

# THE MARKETING RESEARCH PROCESS



- Step 1: Identify and formulate the problem or opportunity
- Step 2: Determine research objectives
- Step 3: Develop a research design
- Step 4: Conduct a secondary research
- Step 5: Select a primary research method
- Step 6: Determine a research frame
- Step 7: Gather data
- Step 8: Process data
- Step 9: Report the research findings
- Step 10: Follow-up

Terminology  
NB!



NB: Know the sequence of the process & detail of each step

# MR PROCESS: TEXTBOOK VERSUS STUDY GUIDE



The process in the study guide combines two steps that are discussed separately in the textbook - the content/activities remain the same. These steps are (study guide):

## Step 5: Select a primary research method

Note: The prescribed book splits this step into

- Select method of primary data collection
- Design the questionnaire

## Step 8: Process the data

Note: The prescribed book split this step into:

- Prepare and process the primary data
- Analyse the primary data.



## Step 10: Follow-up

- Note: The prescribed book excludes this step

**Either of the two processes can be studied.**

# SECONDARY RESEARCH



- Importance of secondary research
- Advantages and disadvantages
- Internal data sources
- External data sources
- The Internet

# EVALAUTION OF SECONDARY DATA



- Purpose
- Accuracy
- Consistency
- Credibility
- Methodology
- Bias

Page 79



# Collecting primary data



- Quantitative vs qualitative research
- Choosing a method for data collection.
- Qualitative research.
  - Focus groups
  - In-depth interviews
  - Projective techniques
    - Word association
    - Sentence or story completion
    - Third-person technique or role playing
    - Cartoon tests

# SURVEY RESEARCH



- The survey method
  - information is gathered by communicating with a representative sample of people
- Characteristics of the survey method
- Survey errors
  - Random sampling error
  - Systematic errors (non-sampling errors)

# SURVEY RESEARCH



- Types of surveys
  - Personal
    - Door-to-door
    - Executive
    - Mall intercepts
  - Telephone
  - Mail
  - Internet
  - Self-administered interviews

# Choosing a appropriate survey method



- Representativeness of the sample
- Response rate
- Rate of refusal
- Anonymity
- Use of visual techniques
- Control
- Financial implications
- Target group
- Nature of the questions

# OBSERVATION



- Advantages and disadvantages
- Methods
  - Human vs. machine
  - Natural vs. contrived
  - Disguised vs. undisguised
  - Structured vs. unstructured
  - Direct vs. indirect

# EXPERIMENTS



- Laboratory vs. field
- Internal vs. external validity
- Test marketing

Page 38 of  
study guide  
NB!

Know the  
concepts

# MEASUREMENT CONCEPTS



- Levels of measurement
- Scaling techniques
  - Open-ended response format
  - Fixed -alternative response
    - Comparative scales
    - Non-comparative scales

# MEASUREMENT CONCEPTS



- Nominal - Used for classification
- Ordinal - Ranking and rating
- Interval - Distance between points equal
- Ratio - Zero point

Table  
9.1

Order,  
distance and  
origin



# SCALING TECHNIQUES



- Comparative scales
  - Paired comparisons
  - Rank order scales
  - Constant sum scales

# SCALING TECHNIQUES



- Non-comparative scales
  - Continuous rating scales
  - Itemised rating scales
    - Likert scale
    - Semantic differential scales
    - Stapel scales

# QUESTIONNAIRE DESIGN



- Considerations
  - Info requirements
  - Question content
  - Question structure
    - Open ended
    - Closed ended
  - Question wording
  - Question sequence
  - Layout
- Reliability issues

**Don't forget  
coding**

# THE SAMPLING PROCESS



- Define population
- Determine sample frame
- Select sampling technique
  - Probability
  - Non-probability
- Determine sample size
- Execute sampling process

# SAMPLING TECHNIQUES



- Probability sampling techniques
  - Simple random sampling
  - Systematic sampling
  - Stratified sampling
  - Cluster sampling
- Non-probability sampling techniques
  - Convenience sampling
  - Judgmental sampling
  - Quota sampling
  - Snowball sampling

# FIELDWORK



- Selecting fieldworkers
- Training fieldworkers
- Supervising fieldworkers
- Validating fieldworkers
- Evaluating fieldworkers

# DATA PREPARATION



- Validation
- Editing
- Coding
- Data entry
- Data cleaning

# DATA ANALYSIS



- Qualitative vs quantitative data
- Tabulation
  
- Statistical analysis
  - Descriptive statistics
  - Inferential statistics
  
- Graphic representation



# RESEARCH REPORT



- Title page
- Letter of transmittal
- Table of contents
- Executive summary
- Introduction
- Methodology
- Findings
- Conclusions and recommendations
- Limitations of the study
- List of references
- Appendices

Completeness

Accuracy

Clarity

Conciseness



- Any questions on theory?



# Dealing with discussion Questions



# Exam paper October 2009

# DEVELOPMENT OF A HIKING TRAIL IN THE DRAKENSBERG



The owners of the farm Mountain View in the Underberg district, Glen and Bronwin McLee, want to investigate the possibility of developing a hiking trail on their farm, which is situated in the foothills of the Drakensberg. From discussions with members of the Hikers' Trail Association, it seems that there is an increasing demand for hiking trails in the country and that the number of hikers is growing rapidly.

To develop this type of hiking trail, several aspects have to be considered:

- the degree of difficulty of the hiking trail
- the distance from, for example, Johannesburg - in this case it is about 550 km

# QUESTION 1.1 - [10]



1.1 Motivate and discuss the type of research design that you are going to use if you are tasked with the research mentioned in the case study above.  
(10)

ANSWER:

Exploratory Research- It is marketing research that is used to gather preliminary information to help with the formulation of the marketing problem or opportunity.

- It helps to understand the type of issues they should be concerned with

# QUESTION 1.2 - [10]



**1.2 Choose a survey method for data collection and explain why this method is the most advantageous for the research involve. (10)**

**ANSWER:**

- Personal interviews
- Telephone interviews
- Postal surveys

**See study guide, section 7.2 and Prescribed book:  
pp 112-125**

# QUESTION 2 - [20]



## 2.1 Design a questionnaire for collecting primary data. (12)

(State a research objective that you would like to address with your

questionnaire [2 marks]. Use at least five different types of questions to draft

the questionnaire. Each of the questions is worth 2 marks: 1 mark for illustrating

**Dichotomous:**

Sex	Male	
	Female	

**Multiple-choice:**

Marital status	Married	
	Divorced	
	Single	
	Widow	
	Living together	

**Ranking:** List aspects in order of importance - 1 = very & 5 = less important

Choose Tiles due to:	Scenery	
	Distance travelled	
	Accommodation	
	Reservation administration	
	Safety	

**Scaled:** How important is trail safety: 1 = very important and 5 = not important

1	2	3	4	5
---	---	---	---	---

**Constant sum:**

Award a total of 100 points to the following aspects when making reservations. Award more points to the aspect that is more important to you?

Constant sum:

Friendliness	
Availability of staff	
Easy payments	
<b>Total</b>	<b>100</b>

**Semantic differential:** Hiking trails must have:

	1	2	3	4	5	6	7	
High prices								Low prices
Poor location								Good location

**Stapel scale:** Rate hiking trails using the following staple scale:

+5	+5
+4	+4
+3	+3
+2	+2
+1	+1
Easy access	Good location
-1	-1
-2	-2
-3	-3
-4	-4
-5	-5



# QUESTION 2 - [20]



**2.2 Why should completed questionnaires be edited? Explain how the editing process is carried out.  
(8)**

**ANSWER:**

- Editing is the checking of raw data for mistakes made either by the interviewer or the respondent. In editing, the correctness and completeness of all the questionnaires and observation forms are checked. If necessary, the questionnaires are adjusted and worthless questionnaires and observation forms are discarded.
- There are two types of edits before data entry.

# QUESTION 3 - [20]



## 3.1 Discuss selecting, training and controlling of fieldworkers. (12)

### ANSWER:

- **Selecting**-before selecting any fieldworkers a proper recruitment process must be implemented that takes into account the needs of each survey. After recruitment, the selection procedure can be implemented. The aim of this procedure is to establish whether or not the candidate will make a good fieldworker, based on the quantities determine beforehand.
- **Training**- after selecting, the fieldworkers must be trained effectively, as training is necessary for reaching the desired marketing research results. Fieldworkers must know exactly what is expected of them and receive the necessary guideline in this respect.
- **Controlling fieldworker**-fieldworkers must be evaluated and control. To be of value, evaluation must be seen not as a one -off process but continuous process. The purpose of control is to determine whether the fieldworkers are carrying out their tasks in the correct way so that the desired research results will be obtained.

# QUESTION 3 - [20]



**3.2 Discuss the measuring errors that can be made by both the interviewer and the interviewee.  
(8)**

**ANSWER:**

- **Response error** is a result of problems on the side of the respondent. The respondent may not know the answer to the question and therefore not answer, or simply make up an answer on the spot.
- **Non-response error** arise when the interviewees refuse to take part in the survey



# Exam paper May 2010

# Alan's Department Store



Business is generally increasing at a reasonable growth rate at Alan's Department Store, located in a downtown metropolitan area. Alan's has been in operation for 40 years. For the past three years, the furniture department, in existence since the store's inception, has shown a decline in sales. Both the buyer, who has headed the department for the past 12 years, and the merchandise manager in charge of hard goods have been unable to stop the slump. A routine study of the situation reveals the following:

- There have been no significant sales changes in sales personnel (Alan's has an extremely low employee turnover rate).

UNISA  The same vendors have been used as in the past.

• The population in the trading area has been increased

# QUESTION 1 - [20]



1.1 Alan's Department Store is not familiar with marketing research. Draft a letter to Alan's in which you address the scientific nature and characteristics of marketing research.

To: Alan's Department Store

THE FOLLOWING ARE THE CHARACTERISTICS OF MARKETING RESEARCH THAT ALAN'S SHOULD FOLLOW:

Basically, marketing research provides information on which business decisions are based, and, in the process, reduces the risk of the decisions being incorrect. Consequently, the competitiveness of the Alan's is enhanced and its profitability is improved. The scientific method of marketing research refers to the techniques and procedures used to investigate marketing phenomena.

Firstly, the research findings can be quantitative or qualitative in nature. Quantitative results are data that can be scrutinized mathematically. If enough respondents are questioned, the market researcher could determine which aspects of the product are important to Alan's consumers and which are important to the consumers of the competitor's products.

Secondly, it is either applied or basic research. Applied research is aimed at analyzing a specific opportunity or threat in the marketplace in terms of its impact on the organization. The research findings can then be utilized (applied) to take advantage of the opportunity, or to address the threat in the marketing environment. Basic research is aimed merely at extending knowledge, and Alan's can reap the benefits of such a situation.

The third characteristic of marketing research findings is that they can range from highly accurate to only fairly accurate. Analysing the colour preferences of our consumers can result in exact data regarding the need for each colour alternative. On the other hand, estimating the drop in sales levels when the organization decreases its advertising expenditure cannot be as accurate. Marketing management would have only a rough idea of the impact such a step would have. Since Alan's has no significant sales changes in sales personnel, this strategy may benefit the department store at large.

Fourthly, marketing is subject to time and budget constraints. Most research ventures are aimed at addressing specific threats or opportunities which require a rapid response. On the other hand, basic research ventures are mostly longitudinal in nature in that they need not answer particular questions here and now. Furthermore, some research is expensive while other research is not.

See study guide paragraph 1.2 and Text book p6

warded to the discussion of the to the steps in the scientific for the layout of the answer )

## Scientific nature

Science relies on facts, logic and methodology. Subjectivity, bias, personal preference, or intuition are concepts that should not be associated with the scientific method of marketing research. The scientific method of marketing research refers to the techniques and procedures used to investigate marketing phenomena in order to understand them better. A degree of uncertainty always exists when decisions have to be made. In scientific research, this risk is reduced through the analysis and interpretation of empirical data (facts obtained through observation and experimentation).

The basic steps followed in the scientific method can be summarized as follows:

- Identify a problem and formulate a hypothesis.
- Design a study.
- Conduct the research.
- Test the hypothesis.
- Report the results.

# QUESTION 1 - [20]



## 1.2 In a second letter to Alan Refer to study guide paragraph 14.12 and Text book p 260-264 fore,

Before writing the report, the researcher should discuss the main findings, the conclusions and the recommendation with the chief decision maker. These discussions are important, since they ensure that the report will meet the client's (Alan's) expectations and that it will be accepted.

A useful research report identifies the following information in plain language:

- The problem or opportunity studied
- The limitations of the study
- The important findings
- Recommendations for action based on the results

Marketing research reports are usually intended for the marketing manager or the decision maker involved with the marketing problem or opportunity. The following can be used as a basis for compiling a research report:

### a) *Introductory section of the research report*

1. *Title page*  
The title page contains the title of the report, which must be short, specific and precise. It must be explanatory as its main function is to indicate what is contained in the research project.
2. *Table of contents*  
The table of contents lists the discussion points or sections as they appear in the report with their page references. The headings of the sections and subsections in the table of contents must correspond to the headings in the report.
3. *List of tables*  
If tables and figures are used in the report, they are indicated separately with their page references.
4. *List of graphs and figures*
5. *Proposal and letter of authorization*  
The proposal contains the research objectives, the research plan and the project's cost and duration. Including the proposal and letter of authorization in the research report refreshes management's memory. The letter of authorization is a letter authorizing the research project, which the researcher receives at the beginning of the research project. The researcher doesn't write this letter, it is written by the marketing manager who orders the research.

### 6. *Executive summary*

Most marketing managers or decision makers require the research report to include a one- or two-page summary specifically for the use of management. The executive summary is often the most important part of the research report, as most members of management read only this section, especially if an oral supplements the written report.

### b) *Main contents of the research report*

#### 1 *Introduction*

The introduction tells the reader about the extent of the marketing problem in the broad context and the purpose and proposed hypotheses of the research project.

- Objectives
- Arrangement of report
- Limitations and shortcomings

#### 2 *Methodology*

The objective of this section is to describe the research design, the sampling method, and the methods used for gathering and analyzing data.

- Research strategy
- Data-collecting methods
- The sample
- Fieldwork procedures
- Analysis
- Results
- Limitations and shortcomings of the results and findings

#### 3 *Interpretation, conclusions and findings (discussion of results)*

4 *Recommendations (if required)* This is a synopsis.

#### 5 *Annexure*

# QUESTION 2 - [20]



2.1 The manager of the furniture department, Miss Fern, is of the opinion that sales are declining because of the fact that the few advertisements that are being placed are boring. She insists that research should focus on promotion and the effect that an increase in the number of advertisements might have on sales. Discuss the research design for setting up an experiment.

(10)

ANSWER:

Casual research is marketing research which examines whether one variable causes or determines the value of another variable. The purpose of casual studies is to show causality between variables or occurrences. The research is conducted to reveal cause and effect between the dependent and independent variables. Increased advertising expenditure (cause) is the independent variable and



# QUESTION 2 - [20]



**2.2 Discuss the key considerations in designing an instrument for primary data collection. (10)**

**ANSWER:**

A questionnaire is a key instrument for data collection. The easier way to measure the market is to construct a carefully considered questionnaire. The following aspects have to be considered when designing a questionnaire:

**Specifying the information required and the type of interview**

The information required will become more obvious as the research process starts.

**Question content**

Researchers must ask questions that will provide the desired information to achieve the research objectives.

**Question structure**

# QUESTION 3 - [20]



3.1 After a lengthy discussion, it is decided that intercepts will be used to collect data. Discuss fieldwork with reference to the information in the case study.

(10)

ANSWER:

Fieldwork involves the selection, training, supervision, validation and evaluation of persons who collect data. It is important to note that field workers can collect data for researchers in two ways, namely in the field or from an office. The fieldwork process is classified into steps that a researcher follows in search of appropriate field workers for each one of his/her projects, as well as to evaluate the performance of field workers once the data has been collected. The steps to be followed include the following:

## Step 1: Selection

In selecting interviewers, it is advisable to establish the specific selection criteria first e.g. reliability, neat

# QUESTION 3 - [20]



3.2 Miss Fern's assistant informs the meeting that she has browsed the internet for information that could shed light on new developments in the downtown area. Not all secondary data are useful. Discuss the evaluation of secondary data. (10)

ANSWER:

The information obtained from different secondary sources now has to be evaluated in terms of quality, content, usability, presentation and cost. As secondary data is not collected specifically to solve the particular marketing problem, researchers do not always know how reliable the data is. Therefore, the external data must be evaluated carefully before using it for decision making.

There are six fundamental aspects that researchers and users of external secondary data should consider when evaluating data:



# Exam paper October 2010

# A menu full of questions



'A salad sandwich, no onion and a piece of that carrot cake, please, Mrs P.,' said Constance Chan as she finally got to the head of the queue in the canteen. 'Oh and you've got freshly squeezed orange juice now, too. I'll have a glass of that too, please.'

'That's a nice healthy lunch,' said Pat Paloma as she took two slices of wholemeal bread to prepare the sandwich.

'Better than the rubbish most of the people used to eat around here,' she continued. Pat had only recently taken over the staff canteen at the Whiteville Council Chambers and already she had made a number of changes. The food and drink menu, the opening hours, even the seating arrangement had felt the winds of change blown by the energetic Mrs Paloma. Constance looked around her. 'You've certainly had an impact, Mrs P.,' she said. 'By the way, how's business?'

# QUESTION 1 - [20]



**1.1 Discuss (8 marks) the marketing information system that a small business like Pat's cafeteria could establish to provide her with relevant, timely and cost-effective information? Enhance your discussion by making use of a sketch (6 marks).**

**(14)**

**ANSWER:**

Since Pat's cafeteria is a small business, they could use a simple marketing information system. A

Simple marketing information system consists of two components:

## **1. Routine data component**

Pat's cafeteria could obtain relevant, timely and cost effective information from internal and

# QUESTION 1 [20]



## 1.2 Discuss the structure of the South African marketing research industry? (6)

ANSWER:

- **Information users**

Business organizations are the main users of data collected through marketing research. Large

organisations sometimes have internal research departments that undertake mainly secondary research and minor, formal or primary projects.

Small businesses use mainly secondary sources. However, they will use a research firm to collect

the primary data when they are in a situation that requires them to do so.

# QUESTION 2 - [20]



**2.1 Explain how you could use observations techniques as part of a study into the cafeteria's business.  
(10)**

**ANSWER:**

Observation research is the systematic process of recording the behavioural patterns of people, objects and occurrences without questioning or communicating with them.

**Pat's cafeteria can use a variety of observation techniques including:**

- **Structured verses unstructured observation** - Pat can do a



# QUESTION 2 - [20]



**2.2 Outline the research proposal that a business like Pat's cafeteria needs to be prepared before conducting formal research.**

**(10)**

(Take note that a brief discussion of each component of the proposal is needed, by merely naming each component you'll receive no marks.)

**ANSWER:**

**1. Tentative project title**

**2. Purpose of the proposed research project (problem statement)**

A short introduction indicating the general purpose of the research and describing the general problem .

**3. Type of study (research design)**

The research design to be used (exploratory, descriptive or causal) should be specified.

# QUESTION 3 - [20]



## 3.1 Prepare appropriate survey questions to collect nominal and ordinal data for a research study into the cafeteria. (10)

ANSWER:

de.

- You have 100 points to distribute among the following characteristics of the cafeteria. Indicate the relative importance of each attribute:  
\_\_\_\_\_ Food quality  
\_\_\_\_\_ Service  
\_\_\_\_\_ Prices  
\_\_\_\_\_ Atmosphere  
100 Total
- Compared to the other cafeteria's you have purchased from, this one is:  
Superior      About the same      Inferior  
1      2      3      4      5
- Are you satisfied with the opening hours:  
 Yes  
 No
- Rank the cafeteria characteristics in order of your preference. Place a number 1 next to the most preferred, 2 by your second choice, and so forth.  
\_\_\_\_\_ Food quality  
\_\_\_\_\_ Service  
\_\_\_\_\_ Prices  
\_\_\_\_\_ Atmosphere
- Are you satisfied with the seating arrangements? Please tick one option.  
 Yes it's great  
 It's ok  
 No it should be changed
- What do you think the opening hours of the cafeteria should be? Please tick one option.  
 Open 24 hours  
 08:00 to 08:00  
 07:00 to 10:00  
 Other (specify) \_\_\_\_\_

ects, individuals

See study guide par 8.1 and textbook Chapter 9: page 159-170

ng, market position, social class

he numerals provide information about

- How often do you purchase food from the cafeteria? Please tick one option.  
 Once a week  
 Twice a week  
 Three times a week  
 Other (specify) \_\_\_\_\_

# QUESTION 3 - [20]



3.2 Who will the sample be in Pat's cafeteria study? Clarify the sample by

applying the sampling process to the case study.

(10)

	Process	Description	Example
Step 1	Define the target population	The collection of elements from which information is gathered. (Total group from whom information is needed)	Pat's target population should include all the staff at the Whiteville Council Chambers, who favour convenience.
Step 2	Identify the sample frame	This represents the elements of the target population. The actual list of sample units from which the sample is drawn.	Pat could get a list of the staff and their contact numbers from the staff directory.
Step 3	Select a sampling technique	The manner in which the sample will be drawn	Pat could do simple random sampling whereby all units of the population have an equal chance of being included in the sample.
Step 4	Determine the sample size	The total number of elements to be included in the research	Pat's sample size will depend on what the population size is. Her sample should be large enough to realistically represent the population.
Step 5	Execute the sampling process	The researcher should know how to draw the sample	If Pat uses simple random sampling, she can either use a "draw" or "the table of random numbers".
Step 6	Gather data from designated elements	Finally the researcher must gather the data from the designated respondents	Pat will have to gather all the data from the respondents that she has selected

the steps to the are in the correct

See study guide, units 10 section 10.2 and text book chapter 10: page 195-214

# EXAMS



- **Section A (MCQ's)**

- Compulsory
- 15 multiple choice questions (2 marks each)

(IMPORTANT- copy the MCQ answers on the mark reading sheet to your answer book)

- **Section B**



Mini-Case study

- 3 x 20 mark questions (ANSWER ANY TWO)

# SECTION A: COMPULSORY



- Answer all the questions in this section on the mark-reading sheet as well as in your answer book.
- In your answer book, write down the correct option number (1, 2, 3, 4 or 5) next to question number for each of the following multiple-choice questions. For example, question 16: 5; question 17: 3. Please make sure that the options indicated on the mark-reading sheet correspond with those in your answer book.

# BASIC TIPS - MCQ



- Read the entire question
- Eliminate the most obvious incorrect options
- Mark clearly on mark reading sheet - **one option only**
- Do not waste time on this section



## SECTION B: COMPULSORY



Answer any two (2) of the following three questions.

If you answer more than two questions, only the first two answers will be marked in the order in which they appear in the answer book. For example, if you answer all the questions in the order 1, 2 and 3, only the answers to questions 1 and 2 will be marked. If you answer all the questions in the order 3, 1 and 2, only the answers to questions 3 and 1 will be marked.

# EXAM - LONG QUESTIONS



- Read the entire question
- Identify key words
- Relate answer to the case study for all options
- Give detailed answers - show insight



# EXAM - LONG QUESTIONS



- Look at structure of answer
- Use paragraphs
- Use numbered headings
- Give practical examples

# WHAT TO STUDY



- All chapters to be studied
- Figures and tables to be studied
- **Tutorial letter 101: Appendix D – Page reference guide**
- Use the study guide to guide
- Work through self-assessment assignments
- Look at assessment questions in study guide

# KEY TOPICS



- The necessity for marketing information.
- Definitions and scope of research
- Role and benefits of marketing research in marketing
- Marketing information system
- Types of research and research designs.
- Research process (sketch)
- Research process steps in detail
- Research project & proposal (NB)

# KEY TOPICS (continued)



- Research objectives, questions & hypothesis
- Nature of secondary research and data sources
- Collecting primary data (qualitative techniques)
- Collecting primary data (surveys)
- Observation research
- Experimental research
- Qualitative research

# KEY TOPICS (continued)



- Measurement and scaling
- Scaling techniques & examples
- Questionnaire design process
- Sampling process & methods
- Fieldwork process
- Data preparation and analysis
- Reporting research results



Use the full  
two hours

# EXAM CALCULATION



	<b>Mark</b>	<b>%</b>	<b>% Exam weight</b>	<b>Contribution final mark</b>
YM		100	10	10
MCQ	30	43	90	39
Discussion	40	57	90	51
	70			

**NOTE: 4 Marks in the exam contribute 5% towards the final mark**



# QUESTIONS?





# Lecturer

Dr Wiid 012 429-3939

[jwiid@unisa.ac.za](mailto:jwiid@unisa.ac.za)