UNISA | university of south africa

| MNM3702 | (493326) | May/June 2014 |
| MNM3025 | (498093) | |

MARKETING RESEARCH

Duration   2 Hours   70   Marks

EXAMINERS :
FIRST   MS EC NELL
SECOND   PROF ML VAN SCHEERS
EXTERNAL   MR WS GRIMES

Closed book examination

This examination question paper remains the property of the University of South Africa and may not be removed from the examination venue

This examination paper consists of seven (7) pages plus the instructions for completing a mark-reading sheet

INSTRUCTIONS TO CANDIDATES

The total mark for this paper is 70 The marks received will be recalculated into a mark out of 100

The paper consists of **SECTION A** and **SECTION B**

Section A

Answer all the questions in this section on the mark-reading sheet as well as in your answer book

Hand in the mark-reading sheet with your examination answer book, and make sure that you have filled in part 1 (general) of the mark-reading sheet

Section B

Answer any two (2) questions from this section in your answer book 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

[TURN OVER]

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 or 4) next to the question number for each of the following multiple-choice questions. For example, question 1: 4; question 2: 3 etc Please make sure that the options indicated on the mark-reading sheet correspond with those in your answer book.

QUESTION 1

The difference between a marketing problem and a research problem is that

1   there is no difference
2   the research problem is determined through a problem audit and background analysis
3   the research problem determines information needed to solve the marketing problem
4   the marketing problem determines what has to be done to solve the research problem   (2)

QUESTION 2

When determining the type of data needed for research, the researcher must take into account the problem, hypotheses and research objective What category of information will be obtained by asking the following question "Why do you buy this brand of coffee every month?"

1   Opinions
2   Motives
3   Levels of awareness
4   Facts   (2)

QUESTION 3

When using external secondary data sources, the following data source is preferred because of higher quality, and more thorough and credible information

1   secondary publications
2   quantitative data
3   qualitative data
4   original publications   (2)

[TURN OVER]

QUESTION 4

Referring to the type of analysis comparing qualitative and quantitative research, which option is correct for quantitative research?

1   Subjective and interpretive
2   Statistical and summarising
3   Subjective and summarising
4   Statistical and interpretive   (2)

QUESTION 5

The marketing decision support system (MDSS) is different from the marketing information system (MIS), as

1   its purpose differs from that of the MIS in terms of decision-making support to management
2   it is managed and used by external service providers
3   it is supported by software and hardware to interpret combined marketing data from different sources
4   it contains much more data sources than MIS has   (2)

QUESTION 6

Sunday newspaper articles are examined to determine how much column centimetres (space) are devoted to going green (such as re-cycling and solar power) and which issues are discussed and covered, comparing the year 2004 to 2014 This exercise can be described as

1   a trace analysis
2   audits
3   experiments
4   a content analysis   (2)

QUESTION 7

There are **THREE** types of research that can be undertaken to indicate the purpose of the marketing research investigated These **THREE** types of research can

1   discover, explore and identify causes
2   describe, identify causes and explain
3   explore, describe and identify causes
4   discover, describe and analyse.   (2)

[TURN OVER]

QUESTION 8

Which level of measurement would be used in order to analyse the following collected data? You wish to determine the respondents' responses to the statement, "South Africa hosted the best Fifa Soccer World cup series", in order to rate these responses on the following Likert scale Strongly disagree = 1, Disagree = 2, Unsure = 3, Agree = 4 and Strongly agree = 5

1 Ordinal
2 Ratio
3 Interval
4 Nominal   (2)

QUESTION 9

A research project conducted amongst cut-flower growers that are registered to provide flowers to the flower market in the Gauteng province is done to determine the use of insecticides and gain information on - flower feeding and organic fertilizers In this scenario, a list of all registered vegetable farmers supplying to the market will be the

1 population
2 sample elements
3 sample frame
4 sample   (2)

QUESTION 10

In survey research, errors of measurement or observation errors are known as

1 total errors
2 systematic errors (non-sampling errors)
3 sampling errors
4 survey errors   (2)

QUESTION 11

If you conduct face-to-face interviews in a rural setting in the North West province, which one of the following will likely be the most important characteristic that the fieldworkers should possess?

1 Knowledge of the research subject
2 Language proficiency
3 Emotional stability   c
4 Sensitivity   (2)

[TURN OVER]

QUESTION 12

Which one of the following questions would you regard as the correct phrasing of the question? The basic aim of all the questions is to rate the statement on a 10-point scale

1   How would you rate the service of the reception and the cleaning staff at the guesthouse?
2   How would you rate the cleanliness of the tables in the restaurant?
3   Do you like the taste of the non-hydrogenated vegetable fats used in chips?
4   Do you agree that manufacturer X makes the best cars?   (2)

QUESTION 13

The primary purpose of the research report is to communicate the research findings in an understandable and scientific manner to decision makers In so doing, the report should meet the criterion of clarity, which means that

1   the phrasing in the report should be precise and understandable
2   the information in the report should be correct
3   the report should cover all the objectives set out in the initial brief and provide the readers with all the information required in a language they will understand
4   the report should be complete, in the sense that it can stand alone without any additional clarification   (2)

QUESTION 14

Raw data are ready for processing and analysis after

1   validation
2   coding
3   editing
4   cleaning   (2)

QUESTION 15

is an approach to analyse data sets to summarise their main characteristics in an easy-to-understand form, usually making use of visual graphs without using a statistical model

1   Descriptive analysis
2   Exploratory analysis
3   Hypotheses analysis
4   Conclusive analysis   (2)

Total for section A: 30

[TURN OVER]

SECTION B: COMPULSORY

Answer any two (2) of the following three (3) questions.
Questions are based on the following case study· The Power of the Sense-Smell

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The Power of the Sense- Smell

A growing number of marketers are recognising that the sense of smell can also be a powerful motivator for sales – and not just perfume is winning by a nose Businesses are sniffing out the connection between the sense of smell, memory, and mood They are using this link to sell everything from body lotion to car wax More remarkable is a line of products lumped under the new-age name of "aromatherapy" Its promoters claim that certain fragrances released into the air have the potential to change the ambiance and mood of both work and home life

Why is fragrance so important to the public? The key is a mixture of biological responses, psychology and memory The limbic system is the most primitive part of our brain and the seat of immediate emotions Certain odours elicit elementary emotional reactions because some fingers of the olfactory bulb dip directly into the limbic system Smell, more than any other sense, is a straight line of feelings of happiness, hunger, disgust, and nostalgia – the same feelings marketers want to tap

The mind has a strong memory for important smells that remind us of good or bad times, and these associations make up each individual's personal smell palate

After Mrs Masala, the owner of "Bantry Fashion", read this article, she decided to determine what effect fragrances would have on the customers visiting her store

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QUESTION 1

1 1   Discuss **FIVE (5)** aspects that could influence Mrs Masala's decision to conduct or not to conduct the planned research   (10)

1 2   Explain to Mrs Masala the **NINE (9)** steps in the research design process by applying the theory practically to her study (Take note that 9 marks will be allocated to the 9 steps and 1 mark for practical application)   (10)
                                                                                    [20]

QUESTION 2

2 1   Discuss the primary data collection methods that Mrs Masala can use to collect data for her proposed study (Take note that 4 marks will be allocated per data collection method)   (8)

2 2   Mrs Masala wants to make use of focus groups as a data collection method for her proposed study Discuss the advantages (5) and disadvantages (5) of this data collection method and apply it to her study (10 marks allocated to theory and 2 marks are allocated to practical application)   (12)
[20]

QUESTION 3

3 1   Mrs Masala will need to look at existing (secondary) literature about the uses and influences of fragrances Discuss the evaluation criteria of such literature that Mrs Masala must take into consideration   (6)

3 2   Mrs Masala is unsure about the marketing research process Explain the **eleven (11)** steps of the research process to her (Take note that 11 marks will be allocated for theory and 3 marks for practical application)   (14)
[20]

Total for section B: 40
TOTAL: 70

UNIVERSITY OF SOUTH AFRICA UNISA UNIVERSITEIT VAN SUID-AFRIKA

EXAMINATION MARK READING SHEET EKSAMEN-MERKLEESBLAD

PART 1 (GENERAL/ALGEMEEN) DEEL 1

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STUDIE-EENHEID bv PSY100-X
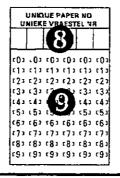
PAPER NUMBER
VRAESTELNOMMER

INITIALS AND SURNAME
VOORLETTERS EN VAN ------

DATE OF EXAMINATION
DATUM VAN EKSAMEN ----

EXAMINATION CENTRE (E G PRETORIA)
EKSAMENSENTRUM (BV PRETORIA) ---

STUDENT NUMBER
STUDENTENOMMER

UNIQUE PAPER NO
UNIEKE VRAESTEL NR

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For use by examination invigilator

Vir gebruik deur eksamenopsiener

IMPORTANT

1 USE ONLY AN HB PENCIL TO COMPLETE THIS SHEET
2 MARK LIKE THIS
3 CHECK THAT YOUR INITIALS AND SURNAME HAS BEEN FILLED IN CORRECTLY
4 ENTER YOUR STUDENT NUMBER FROM LEFT TO RIGHT
5 CHECK THAT YOUR STUDENT NUMBER HAS BEEN FILLED IN CORRECTLY
6 CHECK THAT THE UNIQUE NUMBER HAS BEEN FILLED IN CORRECTLY
7 CHECK THAT ONLY ONE ANSWER PER QUESTION HAS BEEN MARKED
8 DO NOT FOLD

BELANGRIK

1 GEBRUIK SLEGS N HB POTLOOD OM HIERDIE BLAD TE VOLTOOI
2 MERK AS VOLG
3 KONTROLEER DAT U VOORLETTERS EN VAN REG INGEVUL IS
4 VUL U STUDENTENOMMER VAN LINKS NA REGS IN
5 KONTROLEER DAT U DIE KORREKTE STUDENTENOMMER VERSTREK HET
6 KONTROLEER DAT DIE UNIEKE NOMMER REG INGEVUL IS
7 MAAK SEKER DAT NET EEN ALTERNATIEF PER VRAAG GEMERK IS
8 MOENIE VOU NIE

PART 2 (ANSWERS/ANTWOORDE) DEEL 2

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Specimen only