

MNM3702

(478523)

October/November 2014

# MARKETING RESEARCH

Duration

2 Hours

70 Marks

**EXAMINERS:** 

FIRST . SECOND

**EXTERNAL** ·

MS EC NELL

MRS Y HEFER 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 six (6) 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 to a percentage 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 completed part 1 (general) of the mark-reading sheet.

# Section B

Answer any two (2) questions in 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.

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# **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 etcetera. Please make sure that the options indicated on the mark-reading sheet correspond with those in your answer book.

# **QUESTION 1**

Which one of the following options would be a good motivation to conduct research?

- 1. the need to make everyday decisions
- 2. the need to make immediate decisions
- 3. resources available to implement the research
- 4. sufficient existing information

(2)

# **QUESTION 2**

Complete certainty about the marketing problem that has been encountered, means that

- formal research is required.
- 2. preliminary research is required
- 3 greater clarity is needed for the problem at hand.
- 4. absolute ambiguity about the research exists.

(2)

# **QUESTION 3**

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 and the marketing problem is not
- 3. the research problem determines what information is needed to solve the marketing problem.
- 4. the marketing problem determines what has to be done to solve the research problem.

(2)

#### **QUESTION 4**

The ultimate objective of this research design is to acquire insight into and develop an understanding of . studies rather than to collect accurate, replicable data.

- 1 pilot
- 2 exploratory
- 3. descriptive
- 4 casual

(2)

# **QUESTION 5**

Which type of data has already been collected for some other purposes?

- 1 internal data
- 2 primary data
- 3 secondary data
- 4. external data

(2)

# **QUESTION 6**

If existing data is no longer sufficient to solve a problem and fresh data needs to be gathered, a decision needs to be made to engage in the collection of data.

- 1. primary
- 2 external secondary
- 3 internal secondary
- 4 electronic secondary

(2)

# **QUESTION 7**

Which survey method would be the most appropriate for the following need for primary data? As a marketing manager of a hardware chain, you need to establish how customers have experienced a newly established call centre that gives free advice on DIY projects around the house, to anyone calling in.

- 1 personal interviews
- 2. telephone interviews
- 3. mail surveys
- 4. web-based surveys

(2)

# **QUESTION 8**

Which research method would be the most appropriate where communication is not possible between the researcher and respondent

- 1 experimentation
- observation
- 3 mail surveys
- 4 web-based surveys

[TURN OVER]

(2)

# **QUESTION 9**

What is the correct sequence of steps to prepare and process raw primary data into useful information?

- The data must be validated, cleaned, edited and coded, tabulated and captured onto a computer file.
- The data must be cleaned, validated, edited and coded, tabulated and captured onto a computer file
- The data must be cleaned, edited and coded, validated and captured onto a computer file and tabulated
- 4. The data must be validated, edited and coded and captured onto a computer file, tabulated and cleaned

(2)

# **QUESTION 10**

How would the researcher know that the instructions on the questionnaire are clear and understandable?

- 1. The researcher needs to make sure the flow of the questionnaire is natural and conversational.
- 2 The researcher needs to make the instructions clear and understandable.
- 3. The researcher needs to pre-test the questionnaire.
- 4. The researcher needs to ensure that the respondent is able to follow the questionnaire format.

(2)

SUBTOTAL: [20]

# **SECTION B (COMPULSORY)**

Read the short case study below and answer any **two (2)** of the three (3) questions that follow Section B **counts 50** marks If you answer more than two questions, only the first two answers will be marked in the order in which they appear in your 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. Structure your answers by using appropriate headings and subheadings.

# Marketing communication

Social media is changing the way in which consumers interact with media brands and companies. Everyone will be taking social media more seriously in the future

More companies converse with more consumers on Facebook (there is no single traditional media channel that holds captive the sheer number of consumers that this social phenomenon has [600 million users and growing]), more businesses and their executives are on Twitter and other networking platforms, and more money are spend on service providers which generate effective brand solutions and creative, profitable, ideas to companies.

Consumers are no longer just content generators, they are also content curators and do not necessarily want their "walls turned into malls". Therefore companies have to learn from best practice and understand consumer needs in much more precise ways than ever before

Social gaming is predicted to become the "Super Bowl of Marketing" Companies must come up with clever ways to incentivise social media participants in games with rewards.

After reading this article, a small company – Samantha's Boutique that specialises in a niche market and sells high-priced women's designer wear – has asked you as a marketing researcher to research how they can use Facebook to their advantage.

#### **QUESTION 1**

1 1 The owner of Samantha's Boutique has asked you to define marketing research for her

(3)

1.2 Samantha's Boutique has realised that they can use Facebook to enhance the value of the company's marketing information system. Discuss **five** criteria that are important to ensure that the **information obtained through marketing research add value to the decision-making process** (Five marks for theory and five marks for the practical application thereof)

(10)

**ITURN OVER**1

- 1.3 When you draft your research plan, you first have to identify the data requirements and determine the sources.
  - a. Discuss the two broad groups of data requirements (three marks each).

(6)

b Discuss the **three categories of information** (two marks each) that you will need to collect to solve the research problem.

(6)

[25]

# **QUESTION 2**

2.1 Explain to the owner of Samantha's Boutique **five characteristics** of the **survey** method.

(5)

2.2 Samantha's Boutique has decided to collect primary data by means of web-based surveys. Discuss the advantages (five marks) and disadvantages (five marks) of web-based surveys that they will have to take into consideration.

(10)

2.2 To get as much information as possible, you are thinking of using structured questions with unstructured responses for a web-based survey Discuss four advantages and four disadvantages of structured questions with unstructured responses (8 marks). Make a decision and motivate why you would or would not use the specific question/response format based on theory (2 marks)

(10)

[25]

# QUESTION 3

3.1 Name and discuss the six steps of the sampling process to Samantha's Boutique and provide practical examples of how she can use it in her research on whether to open a Facebook page or not (2 marks for each step and up to 3 marks will be awarded for practical application.)

(15)

3.2 Discuss the three types of research designs (three marks each = nine marks) that Samantha's Boutique can consider to use in her marketing research project and motivate the most appropriate one (one mark)

(10)

[25]

SUBTOTAL: [50]

**TOTAL MARK: [70]** 

# **EXAMINATION MARK READING SHEET**

33

35

c12 #22 #32 #42 #52

£12 £22 £32 £42 £52

t11 t21 t31 t41 t51



# **EKSAMEN-MERKLEESBLAD**

PART 1 (GENERAL/ALGEMEEN) DEEL 1 INITIALS AND SURWAME VOORLEITERS EN VAN -STUDY UNIT 6.8 PSY100-X STUDIE-EENHEID by PSY100-X DATE OF EXAMINATION TUM VAN EKSAMEN EXAMINATION GENTRE (E.G. PRETORIA) EKSAMENSENTRUM (EV. PRETORIA) ---PAPER NUMBER VRAESTELNOMMER STUDENT NUMBER STUDENTENOMMER UNIQUE PAPER NO UNIEKE V<u>RAE</u>STEL NA (8) 6 r03 r03 r03 r03 r03 r03 r03 r03 (B) (B) (B) (B) (B) (B) For use by examination invigilator c1: c1: c1: c1: c1: c1: c1: c1: C13 C13 C13 C13 C13 C13 (2) (2) (2) (2) (2) (2) (2) (2) (23 123 121 121 121 123 123 (3) (3) (3) (3) (3) (3) (4) (4) (4) (4) (5) (5) (5) (5) (5) (5) Vir gebruik deur eksamenopsiener c63 c63 c63 c63 c63 c63 c63 c63 (62 (63 (61 (61 (63 (6) t73 t73 t73 t73 t73 t73 t73 t73 t73 173 173 173 173 173 173 rg: rg: rg: rg: rg: rg: rg: rg: 183 183 183 183 183 183 rga cga tga rga rga cga cga rga (91 t91 t91 t91 t91 t91 IMPORTANT BELANGRIK 1 LISE ONLY AN HB PENCIL TO COMPLETE THIS SHEET 1 GEBRUIK SLEGS N HB POTLOOD OM HIERDIE BLAD TE VOLTOOL 2. MARK LIKE THIS. 😎 2. MERK AS VOLG. +#4 3 CHECK THAT YOUR INITIALS AND SURNAME HAS BEEN FILLED IN CORRECTLY 3. KONTROLEER DAT U VOORLETTERS EN VAN REG INGEVUL IS 4. VUL U STUDENTENOMMER VAN LINKS NA REGS IN 4 FATER YOUR STUDENT NUMBER FROM LEFT TO RIGHT 6. CHECK THAT YOUR STUDENT NUMBER HAS BEEN FILLED IN CORRECTLY 5. KONTROLEER DAT U DIE KORREKTE STUDENTENOMMER VERSTREK HET 6 CHECK THAT THE UNIQUE NUMBER HAS BEEN FILLED IN CORRECTLY 8. KONTROLEER DAT DIE UNIEKE NOMMER REG INGEVUL IS. 7 CHECK THAT ONLY ONE ANSWER PER QUESTION HAS BEEN MARKED. 7 MAAK SEKER DAT NET EEN ALTERNATIEF PER VRAAG GEMERK IS. #. DO NOT FOLD 8. MOENIE VOU NIE. PART 2 (ANSWERS/ANTWOORDE) DEEL 2 113 123 133 143 153 \$13 (23 £31 £41 £51 c12 c22 c32 c42 c52 36 £13 £23 £32 £43 £63 rts (21 c31 t41 t51 c13 c22 c33 r42 r53 37 72 r1x r2x r3x r4x r5x rfa c2a c3a c4a r5a 107 c1a c2a c3a r4a r5a r13 r23 r31 r41 r52 r11 c21 c31 c42 r51 rta (2) (3) (4) (5) £13 £22 £33 £42 £53 39 112 C22 C33 C41 C51 £11 £22 £31 £41 £52 t13 t21 t33 t41 t51 75 t11 t21 t31 t41 t51 40 t13 t21 t31 t43 t53 t11 t22 t31 t41 t51 110 t13 c21 c31 t41 c51 c13 c23 c33 c43 c53 :12 :22 :32 :43 :52 c11 c23 c32 c41 c53 c13 c23 c33 c43 c63 (13 (2) (3) (4) (5) 42 £13 £23 £31 £42 £51 77 c1 2 c2 2 c3 c41 c51 t13 t23 t32 t43 t53 я £12 £23 £33 £43 £53 43 £11 £21 £31 £41 £51 79 £11 £20 £31 f41 f61 r13 r23 e33 r43 r65 113 c12 c21 c31 c41 c51 £13 £23 £32 £43 £53 £10 £20 £30 £40 £51 44 79 114 t12 t22 t32 t42 t52 45 #12 #20 #33 #43 #50 10 £13 £23 £33 £43 £53 £11 £21 £31 £41 £51 80 £13 £23 £33 £43 £53 115 48 c12 c23 c32 c43 c53 £13 £23 £33 £43 £5: r1: r2: r3: r4: r6: t13 t2: t3: t4: t5: 17 c11 c21 c31 c41 c51 47 #11 #21 #31 #42 #81 87 t13 t23 t33 t43 t5: c1 x 22 x 32 x 43 x 53 c12 c22 c31 c42 c52 £13 £23 £33 £43 t1 : t2 : t3 : t4 : t5 : 48 13 13 113 t23 t33 t43 t53 c11 r21 c31 c42 r51 £12 £22 £32 £42 £52 c13 c23 c33 c43 c53 c10 c20 c30 c40 c50 50 t11 t21 t31 t41 t51 t11 t21 t31 t41 t51 Б1 tta t21 t31 t41 t51 16 £13 F23 £33 £43 £53 3 (5. 121 £12 £21 £32 £42 £83 (†) (2) (3) (4) ( (†) (2) (3) (4) () (2) (3) (4) () (2) (3) (4) c11 t2: t3: t4: t5: 17 £13 £22 £33 £43 £53 122 e1x r2x r3x r4x r5x 53 54 rfa r2a r3a r4a r5a 123 r12 c22 c32 c42 c52 19 £13 £23 £33 £43 £53 £13 123 133 143 153 rfa r23 r32 r42 r52 20 c12 c22 c32 c42 c52 90 £12 £23 £33 £43 £53 125 C13 C23 C32 C43 C53 619 622 632 43 652 613 621 630 64 c11 r21 r31 c41 c51 £12 £22 £32 £42 £50 126 t13 t2: t3: t4: t5: t11 t21 t31 t41 t5: 127 112 t22 t32 t42 t51 t 13 t 23 t 33 t 43 g 58 c13 t2: c3: t4: t5: 93 c10 c20 c30 c40 c50 r13 r23 r31 r41 r51 z 13 z 23 z 33 z 4 1 3 59 c13 c23 c31 c43 c51 24 c13 c23 c33 c43 c53 94 \$12 \$20 \$31 \$42 \$50 129 50 25 c13 r23 c33 r43 r53 r13 r23 c33 c43 c51 95 t13 t23 t32 t43 t53 1.00 C10 C21 C32 C40 C50 26 c13 C23 c33 C43 C53 61 11: 12: 13: 14: 15: 96 tf1 t22 t31 t41 t51 £13 £23 £33 £43 £5: 27 £13 £23 £33 £43 £53 62 £13 £23 £33 £43 £53 97 ff1 f23 f32 f42 f53 132 r13 t21 t32 t43 t51 28 c11 c21 c31 c41 c51 63 113 123 133 143 153 r11 r21 r31 r41 r51 133 £13 £23 £33 £43 £53 c12 r22 r32 c42 r52 113 r24 r33 r42 r53 29 tfa (23 t3a t4a t5) 134 113 c23 c33 c43 c53 30 c13 c23 c33 c43 c53 65 t12 (2) (3) (4) (5) r12 r22 r32 c41 r51 c12 c22 c32 c42 c52 31 £12 £22 £32 £42 £53 C13 C22 C32 C42 C52 c10 c20 c30 c40 c50 101 136 £13 £23 £33 £43 £53 cts c2s c3s c4s c5s r11 r21 r31 r41 r51 102 t12 t22 t31 t41 t50 113 121 133 143 151

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c1 3 c2 3 c3 3 c4 3 c5 3

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r12 r21 r31 r41 r51

r13 123 133 143 c5:

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cfa c2x c3x c4x c5x

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