

# UNIVERSITY OF SWAZILAND

## DEPARTMENT OF BUSINESS ADMINISTRATION

### SUPPLEMENTARY EXAMINATION PAPER JULY 2006

<b>TITLE OF PAPER</b>	<b>:</b>	<b>MARKETING RESEARCH</b>
<b>DEGREE AND YEAR</b>	<b>:</b>	<b>B COM IV - MARKETING</b>
<b>TIME ALLOWED</b>	<b>:</b>	<b>THREE (3) HOURS</b>
<b>INSTRUCTIONS</b>	<b>:</b>	<b>1. TOTAL NUMBER OF QUESTIONS ON THIS PAPER : 6</b> <b>2. ANSWER SECTION A AND THREE (3) QUESTIONS FROM SECTION B</b> <b>3. MARKS AWARDED FOR A QUESTION ARE INDICATED ALONGSIDE THE QUESTION</b> <b>4. MARKS WILL BE AWARDED FOR GOOD COMMUNICATION IN ENGLISH LANGUAGE AND FOR ORDERLY PRESENTATION OF WORK</b>
<b>SPECIAL REQUIREMENTS</b>	<b>:</b>	<b>NONE</b>

**THIS PAPERS IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.**

**INSTRUCTIONS**

**ANSWER SECTION A AND ANY OTHER THREE (3) QUESTIONS FROM SECTION B.**

**SECTION A: (COMPULSORY)**

**QUESTION 1: LOCAL GOVERNMENT POOLED INVESTMENT FUND**

**The Local Government Pooled Investment Fund, created by law on February 19, 1976, enables local governments in the state of Wisconsin to invest any idle local funds, including state aid payments, in the State Investment Pool. The local funds are pooled with the state funds and invested by the State Investment Board to earn the same return as those in the State Investment Pool.**

**The operations of the Local Government Pooled Investment Fund is quite simple. The local governing body designates the Investment Fund as a public depository. An officer is designated as the local office authorised to transfer funds to the State Treasurer for deposit in the fund. The official then communicates to the State Treasurer's office in writing the local government's desire to participate.**

**Local governments participating in the fund earn interest at the same rate as the State Board does on short - term investments. All participants in the State Investment Fund share equally in interest earnings, computed on the average yield for a quarter - term investment and based on the average daily balance of each participant's share of the fund. Each participant in the fund therefore earns interest computed at the average rate for the quarter, regardless of the amount of money deposited in the fund or the term of deposit. Funds may be deposited by cheque or wire transfer and are returned in the same manner when they are withdrawn. Requests for withdrawals, if received before 10.00 am are honored the same day.**

**Unless specifically requested, a receipt for amounts deposited is not sent. Instead, each local government receives a monthly statement of deposits and withdrawals that indicates the daily balances on which earnings were based.**

**The officers of the State Investment Fund have a great deal of investment expertise since that is their full - time job. They are in daily communication with banks, securities, dealers, and other investors to achieve the highest competitive rate. With millions of dollars pooled in the fund, the Board is able to purchase securities in large blocks, at higher yields, and for long periods of time. All of these advantages result in much higher average returns for members of the pool than a local government would be able to earn on its own.**

**Because of the high rates of interest earned by the fund's investment and the fact that local government can participate in the program, when only five percent of all eligible local units of government had decided to participate by the first anniversary of the enabling legislation, it proved disconcerting. Consequently, the State Budget Office, under the direction of Tom Landgraf, Director of Budget Operations, commissioned a study to determine why additional support had not materialized and to make recommendations of how participation in the pool could be increased.**

### **Study Design**

**Some exploratory study of participants and non participants suggested that non participants might be traced to: lack of awareness of the fund and its potential value; concern about involvement in the investment of local funds; pressure to keep the funds locally; and mistrust among non participants. The study team subsequently decided to survey participants and non participants to determine how pervasive these characteristics were.**

**A mail questionnaire with fixed - alternative questions was to be used. The questionnaire was to be sent to both participants and non participants in the fund. Participants were defined to include those local units of government that had passed resolutions to invest in the fund even if they were not currently doing so. There were 100 such local units, including 37 cities, 17 counties, and 46 towns and villages, and it was decided to send all 100 the questionnaires.**

**The nonparticipants were to be sampled in the following way. First, the total set of eligible local government units was to be divided into three subgroups of cities, counties, and towns and villages, of which they were, respectively, 172, 55, and 1 508 units. Second, a simple random sample was to be chosen from each subgroup using a random digit table to determine which elements would be included. More specifically, questionnaires were to be sent to 49 cities so designated, and 100 towns and villages. The mailing was to be addressed to the treasurer, and all those treasurers who did not return the questionnaire within a three week cut-off period were to be contacted by phone to encourage their participation.**

### **QUESTIONS**

- 1. Is the study design adequate given the problem posed? (10)**
- 2. What kind of sample is being suggested here? Is this sample appropriate, or would you recommend changes in the sampling procedure? (15)**

**TOTAL: 25 MARKS**

**SECTION B**

**ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION**

**QUESTION 2**

- a. Explain how you would use the steps in the marketing research process to attract students to join the marketing club. (15)
- b. What can you do to ensure the success of an oral presentation of the report? (10)

**TOTAL: 25 MARKS**

**QUESTION 3**

- a. What benefits can be gained from using secondary data? What dangers are there in using secondary data? (15)
- b. What criteria can a researcher employ to determine which questions should be included in a questionnaire? (10)

**TOTAL: 25 MARKS**

**QUESTION 4**

- a. Discuss the stages involved in data analysis. (15)
- b. What does supervision of field workers entail? (10)

**TOTAL: 25 MARKS**

**QUESTION 5**

- a. Discuss the extraneous variables that can contaminate research results. (15)
- b. How can you justify the use of personal interviewing in survey research? What are its drawbacks? (10)

**TOTAL: 25 MARKS**

**QUESTION 6**

- a. Discuss the factors to consider in selecting a test market. (15)**
- b. Discuss the two approaches to the philosophy of ethics. (10)**

**TOTAL: 25 MARKS**