

**UNIVERSITY OF SWAZILAND**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**FINAL EXAMINATION MAY 2008**

**TITLE OF COURSE:**        **MARKETING RESEARCH (BA 422)**

**DEGREE AND YEAR:**    **BACHELOR OF COMMERCE YEAR 4/  
IDE BACHELOR OF COMMERCE YEAR 5**

**TIME ALLOWED:**        **THREE (3) HOURS**

**INSTRUCTIONS:**

- 1.        TOTAL NUMBER OF QUESTIONS ON  
THE PAPER IS 5. ANSWER QUESTION 1 IN  
SECTION A AND ANY THREE (3)  
QUESTIONS FROM SECTION B**
- 2.        MARKS AWARDED ARE INDICATED AT  
THE END OF EACH QUESTION**
- 3.        MARKS WILL BE AWARDED FOR GOOD  
COMMUNICATION IN ENGLISH  
LANGUAGE AND FOR ORDERLY  
PRESENTATION OF YOUR WORK**

**SPECIAL REQUIREMENTS:**    **NONE**

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

## **INSTRUCTIONS**

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

### **SECTION A: COMPULSORY**

#### **QUESTION 1: HA-PAH-SHU-TSE**

**Raymond RedCorn is an Osage Indian. The Ha-Pah-Shu-Tse restaurant in Pawhuska, Oklahoma is the only authentic Native American restaurant in the state and one of a few in the country.**

**The Ha-Pah-Shu-Tse restaurant opened in 1972 with a seating capacity of 8; today, after expansion, crowds of up to 90 keep Red Corn and his wife busy. They are currently marketing an Indian fry bread mix, and they are planning on increasing sales for their own packaged food. Indian fry bread mix has long been a staple of the Native American diet. The bread is sweet and contains ingredients such as flour, shortening, and sugar.**

#### **The Restaurant**

**Waltina RedCorn married into the Osage tribe 47 years ago and learned how to cook from two women Grandma Baconrind and Grandma Lookout. They must have taught her well because customers of the Ha-Ph-Shu-Tse are not content just to eat there – they often have the RedCorns mail them fry bread mix. Raymond RedCorn finds that people who eat the unusual native dish usually request the recipe. He says, “I have not found any one who does not like the bread.” Customers are not limited to local fans of Indian food. Because the fry bread is sold or served in restaurants and stores in Oklahoma as well as at a museum, people from as far away as Europe have tried it.**

**According to RedCorn, “About once a week, someone from England comes in.” He serves these British customers fry bread or the restaurant’s “best sellers,” Indian Meat Pie or Navana Taco, and tells them the story of fry bread and how it got him an invitation to Buckingham Palace. When he was 18 years old, he was in London for a Boy Scout Jamboree. One evening he was frying the Indian bread when the British Boy Scout organizer approached him with two young men. It was only after everyone had tasted RedCorn’s culinary effort that the Prince of Wales was introduced. “The Indian delegation from Oklahoma was invited to set up their tents on the ground at the palace and spend the weekend being entertained by the young royalty,” RedCorn says.**

## **The Product**

The product as it is today took several years to perfect. The RedCorns wanted a mix that would need only the addition of water. Each batch was sent to relatives and friends for judgment on the taste until everyone was convinced it was the best it could be.

The mix, consisting of Indian flour, is already distributed in Tulsa, Bartlesville, and surrounding towns under the Ha-Pah-Shu-Tse brand name. It is packed in 2 and 5 pounds silver bags with Raymond RedCorn in Osage tribal costume pictured on the front. Directions for making the fry bread are listed on the back of the package.

## **The Research Problem**

When planning the marketing for the Indian fry bread mix, student consultants working with the Small Business Administration suggested some attitude research. They felt that successfully marketing the Ha-Pah-Shu-Tse product depends on knowing what consumer reaction to Indian foods would be. They believed that if the image of Indian foods and consumers' awareness of them were measured, RedCorn would have a better chance of marketing his product. In addition, the student consultants felt that the name Ha-Pah-Shu-Tse violated many of the requirements for a good brand name – it was not short, simple, or easy to recall and was difficult to pronounce and spell.

Source: Kotler, Phillip., and Armstrong, Gary. (1990) Marketing 2<sup>nd</sup> Edition. Prentice Hall. New Jersey.

## **Questions:**

1. What marketing questions must be answered as Ha-Pah-Shu-Tse plans for expansion? How can market research help answer the questions? (15)
2. What type of attitude scale would you recommend? How would you generate a set of items (attributes) to be measured?(10)

**TOTAL: 25 MARKS**

## **SECTION B**

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

### **QUESTION 2**

- a. Describe snowball sampling. Give an example of a situation in which you might use this type of sampling. What are the advantages and disadvantages of using this type of a sample? (15)

- b. **Discuss the major external sources that a company can use to obtain secondary data. (10)**

**TOTAL: 25 MARKS**

**QUESTION 3**

- a. **Which of the following are likely to use marketing research?**
- **Manufacturer of breakfast cereal**
  - **Manufacturer of nuts, bolts, and other fasteners**
  - **A hospital**
  - **A computer software publisher**
  - **The Law Society**

**Indicate how the marketing research in each situation will differ. (15)**

- b. **Discuss the ten steps involved in the questionnaire design process. (10)**

**TOTAL: 25 MARKS**

**QUESTION 4**

- a. **Discuss five methods that a researcher can use to minimize the effects of selection bias in experimental research. (15)**
- b. **Discuss five advantages and disadvantages of using personal interviews in survey research. (10)**

**TOTAL: 25 MARKS**

**QUESTION 5**

- a. **Discuss five obligations that researchers have to their clients. (15)**
- b. **Discuss five skills that one should cover when training inexperienced field workers. (10)**

**TOTAL: 25 MARKS**