

UNIVERSITY OF SWAZILAND
DEPARTMENT OF BUSINESS ADMINISTRATION
SUPPLEMENTARY EXAMINATION JULY 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 NUMER 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: AMERICAN PHAMACEUTICAL INDUSTRIES

American Pharmaceutical Industries is a relatively well established firm whose major source of revenue is derived from physician-prescribed drugs. Until recently most of the company's significant marketing research activities were contracted out to agencies that specialized in this type of research. However, the company has made a major decision to establish its own marketing research department under the direction of Franklin Link. Link is directly responsible to the vice president of marketing who holds a PhD in marketing. Link himself has several years of research experience with a major manufacturer of hospital and medical office supplies.

Virtually all the research American Pharmaceutical Industries has conducted in the past, and most of what it expects to conduct in the future, closely relates to very specific questions. However, at Link's suggestion, senior corporate management has approved a relatively extensive study on physician decision making with regard to selection of drugs. Part of the data gathering process involves personal as well as telephone interviews in which the interviewer represents himself or herself as an employee of a fictitious research agency. Since some of the questions involve having physicians make evaluative statements about specific brands or drug companies, it is believed that a response bias might be introduced if American Pharmaceutical Industries were to be identified.

Moreover, the interviewers were instructed to tell physicians that the research agency was conducting the research for its own purposes and not for a specific client. This procedure was not discussed with George Hempel, vice president for marketing.

Physician cooperation was relatively good and Link felt the data to be of high quality and considerable practical value. The project was completed at the end of Link's seventh month with American Pharmaceutical Industries, and he was eager to make an extensive report to senior management. Link felt that they would share his feeling about the merits of the study. Link asked Hempel if a meeting with senior management could be arranged. Hempel asked for a written report first and was provided with an extensive document.

To the vice president's dismay, the report contained considerable information that directly and indirectly seriously challenged the wisdom of much American Pharmaceutical Industry's marketing strategy for introducing new products while supporting the general strategy for well-established products.

Hempel directed Link to write up a brief summary of the research results pertaining to well-established products and to make only passing reference to the implications of the research for new product marketing. The report was to serve as a substitute for the meeting Link had requested.

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

Questions:

- 1. Discuss the ethical issues involved in the case of American Pharmaceutical Industries. (25)**

TOTAL: 25 MARKS

SECTION B

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

QUESTION 2

- a. Imagine that the profits of an organization you work for are starting to decline. What steps in the marketing research process would you use to solve the problem? (15)**
- b. Discuss five advantages of conducting survey research as opposed to using the other methods of data collection (10)**

TOTAL: 25 MARKS

QUESTION 3

- a. Discuss five types of measurement error in survey research, indicating how you would minimize each error. (15)**
- b. Discuss five factors you would consider in deciding whether to conduct marketing research or not. (10)**

TOTAL: 25 MARKS

QUESTION 4

- a. Discuss three types of quasi experimental designs, indicating when a researcher may use each type. (15)**
- b. Discuss five different types of editing that a researcher can perform before analyzing data. (10)**

TOTAL: 25 MARKS

QUESTION 5

- a. Discuss three methods that a researcher can use in exploratory research. (15)**
- b. Discuss five projective techniques that are used in marketing research. (10)**

TOTAL: 25 MARKS