UNIVERSITY OF SWAZILAND

DEPARTMENT OF BUSINESS ADMINISTRATION

SUPPLEMENTARY EXAMINATION JULY 2009

TITLE OF COURSE:	MARKETING RESEARCH (BA 422)
DEGREE AND YEAR:	BACHELOR OF COMMERCE YEAR 4 IDE BACHELOR OF COMMERCE YEAR 6
TIME ALLOWED:	THREE (3) HOURS

INSTRUCTIONS:	1.	TOTAL NUMER OF QUESTIONS ON THE PAPER IS 6. 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.

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

SECTION A: (COMPULSORY)

QUESTION 1: CITY LODGE

The hotel glut produced a tremendous windfall for business travelers. Service is up but prices are not. Because of over building, hotel chains are engaging in an all-out service war to pamper the business travelers. Business travelers spend about E34 million a year at hotels and motels and account for nearly all the occupancy except at resorts.

The number of available rooms increased by 40% during the 1990s, resulting in an average occupancy rate of 63.8% by the end of the decade. The break even point for the industry is 65%, thus about 60% of South Africa's hotels lost money in the early 2000s. To make matters worse for the profit margin, corporate discounts have become popular and the size of the discount is going up. In the past 5 years, the average corporate discount rate rose from 18% of the regular rates to 25%.

Yet, despite this difficult environment, economy hotels are thriving. When corporations began tightening expense accounts for lower level employees, demand surged. The low end segment of the market was once bypassed by highways.

The big chains like Sun International Hotels, stymied by lower growth in their traditional markets, moved into the economy market segment and began upgrading its market. Sun International's entry into the business market was the City Lodge. For a price lower than most hotels, the business traveler receives a double size bed, a large work area, free television, and a bathroom with a separate dressing area so that the traveler will not fog up the mirror with steam from the shower.

When guests check out of a City Lodge room, they can rate their stay at either end of the reception desk. Four questions pop up on the screen dealing with cleanliness, service, value for the price, and overall rating. The guest punches a key to indicate excellent, average, or poor. Employee bonuses are pegged to these ratings.

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

Questions:

1. Would you say that the data collected at the two computers at the reception desk was marketing research?(15)

2. Now that the City Lodge is a viable ongoing operation, do you see the need for other marketing research information? Give reasons for your answer.(10)

TOTAL: 25 MARKS

SECTION B

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

QUESTION 2

a. Discuss five methods that a researcher can use to collect primary data. Mention one advantage and one disadvantage of using each method. (15)

b. What is the main reason for probing in field work? How can the field worker probe the respondent? (10)

TOTAL: 25 MARKS

QUESTION 3

a. Discuss the three requirements of a good measuring instrument. (15)

b. Discuss the advantages and disadvantages of using the telephone in conducting a survey. (10)

TOTAL: 25 MARKS

QUESTION 4

a. Discuss five types of closed-ended questions. (15)

b. Discuss five issues that one should consider in sampling, indicating the significance of each. (10)

TOTAL: 25 MARKS

QUESTION 5

a.   Discuss five guidelines for developing questions when designing a questionnaire. (15)

b.   Discuss five categories of response bias. (10)

TOTAL: 25 MARKS

QUESTION 6

a.   Discuss the five steps that are involved in data analysis. (15)

b.   Discuss the ten characteristics of a focus group. (10)

TOTAL: 25 MARKS