

UNIVERSITY OF SWAZILAND
DEPARTMENT OF BUSINESS ADMINISTRATION
SUPPLEMENTARY EXAMINATION JULY 2010

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**
 - 2. ANSWER QUESTION 1 IN SECTION A
 AND ANY THREE (3) QUESTIONS FROM
 SECTION B**
 - 3. MARKS AWARDED ARE INDICATED AT
 THE END OF EACH QUESTION**
 - 4. 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: GUGULETHU MARKETING RESEARCH AGENCY

Nomvula Mdluli was fatigued. As she wiped the perspiration from her brow, she felt that the Manzini summer was playing a trick on her. It was her first day at work and the weather was hot. She had no idea that being a field worker requires so much stamina. Even though she was tired, she was happy with her new job. She did not yet have the knack of holding her purse, questionnaire and pen when conducting a survey, but she knew she would soon get familiar with it. The balancing act can also be learned, she thought.

When she met Gugulethu Vilakati, Nomvula told her how the day went. Nomvula said she thought the questionnaire was too long. She laughed, saying an elderly lady had fallen asleep after twenty minutes of interviewing.

Nomvula mentioned that a number of people had asked why they were selected. Nomvula told Gugu that when somebody asked, "Why did you pick me", she did not know exactly what to say.

She said that the nicest person she had interviewed was a man whose wife was not at home to be surveyed. He was very friendly and did not balk at being asked about his income and age like some of the other women she had interviewed.

She said she had one problem that she needed some help with. Four or five people refused to grant the interview. Nomvula explained that one woman answered the door and said she was too busy because her son, an ex-student at UNISWA, was leaving the country for further studies abroad. The woman was throwing a little party for him before the son would go off to the airport. Nomvula did not want to spoil their fun with the survey. Another lady said that she was too busy and really did not know anything about the subject anyway. However, she suggested her next door neighbour, who was very interested in the subject. Nomvula was able to interview this person to make up for the lost interview. It actually went on well.

Nomvula said another woman would not be interviewed because she did not know anything about Gugulethu Marketing Research Agency and Nomvula did not know what to tell her. She also could not make one interview because she could not locate the place. Nomvula told Gugulethu that it was quite a day and she was looking forward to the following day.

Question:

As a Marketing Research Consultant, how would you solve Gugulethu Marketing Research Agency's problems? (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 research process would you use to solve the problem? (10)**
- b. **Discuss the relationship between marketing research and the marketing concept. (5)**
- c. **What is the difference between basic marketing research and applied marketing research? (5)**

TOTAL: 25 MARKS

QUESTION 3

- a. **Discuss the major sources of secondary data. (15)**
- b. **Briefly discuss five guidelines for effectively communicating the research report. (10)**

TOTAL: 25 MARKS

QUESTION 4

- a. **Critically analyze the following questions giving your own suggestions in each case. (10)**
 - 1. **How do you like the flavour of this high-quality Nescafe coffee?**
 - 2. **What do you think of the taste and texture of this Robertson cake?**
 - 3. **How far do you live from the closest shopping mall?**
 - 4. **Who in your family shops for clothes?**
 - 5. **We are conducting a study for Ned bank. What do you think of the quality of services offered by Ned bank?**

- b. Discuss five types of closed-ended questions, giving an original example in each case. (10)**
- c. Briefly discuss three advantages and two disadvantages of conducting a survey using the mail. (5)**

TOTAL: 25 MARKS

QUESTION 5

- a. Discuss one major advantage and one major disadvantage of the following sampling procedures. (10)**
 - 1. Systematic sampling.**
 - 2. Stratified sampling.**
 - 3. Judgment sampling.**
 - 4. Quota sampling.**
 - 5. Convenience sampling.**
- b. Define the following terms, giving one example in each case. (10)**
 - 1. Ordinal scale.**
 - 2. Ratio scale.**
 - 3. Split-half method.**
 - 4. Validity.**
 - 5. Reliability.**
 - 6. Criterion validity.**
 - 7. Sensitivity.**
 - 8. Semantic differential scale.**
 - 9. Stapel scale.**
 - 10. Non-balanced scale.**

- c. **What types of error might be associated with the following scenarios? (5)**
1. **Conducting a survey about attitudes towards the government using the telephone directory as a sample frame.**
 2. **Interviewing respondents only between 8.00am and 5.00pm on features they would like to see in a set of apartments you want to build.**
 3. **Asking people if they have visited the library in the past two months.**
 4. **Asking people how many tubes of toothpaste they have used in the past year.**
 5. **Telling interviewers they can probe respondents using any particular method they wish to use.**

TOTAL: 25 MARKS

QUESTION 6

- a. **Briefly discuss five types of projective techniques that a marketer can use in exploratory research giving an example in each case. (15)**
- b. **What are the major differences between structured and unstructured observation? (10)**

TOTAL: 25 MARKS