

UNIVERSITY OF SWAZILAND
DEPARTMENT OF BUSINESS ADMINISTRATION
MAIN EXAMINATION MAY 2011

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: SWAZI BEE ELECTRIC FISHING REEL

Bee Dlamini started thinking about an electric fishing reel when his father had a stroke and lost the use of an arm. To see that happen to his dad, who had taught him the joys of fishing, made Bee realize what a physical handicap could take out of a sports enthusiast's life. Being able to cast and retrieve a lure and experience the thrill of a big fish trying to take your rig away from you were among the joys of life that would be denied Bee's father forever.

Bee was determined to do something about it, if not for his father, at least for others who had suffered a similar fate. So, after tremendous personal expense and years of research and development, he perfected what is sure to be the best future electric reels. He has developed something that is small, compact, and has incredible applications.

He calls it the Swazi Bee. The first word is obviously his country. The second word refers to the low buzzing sound the reel makes when in use and of course his first name. The Swazi Bee system looks simple enough and probably is if you understand the mechanical working of a reel. All gearing of the electrical system can be disengaged so that you can cast normally. But pushing the button for "retrieve" engages two gears. After the gears are engaged, the trigger travels far enough to touch the switch that tightens the drive belt, and there is no slipping. You cannot hit the switch until the gears are properly engaged. This means that you cast manually, just as you would normally fish, and then you reengage the reel for the level wind to work. And you can do all that with one hand.

The system works on a battery that you can attach to your belt or hang around your neck. If you have a boat with a 6-volt battery, the reel can actually work from the battery. There is a small connector that plugs into the reel, so you could easily use more than one reel with the battery. A reel with the Swazi Bee system can be used in a conventional manner. You do not have to use it as an electrical reel unless you chose to do so. Bee believes the Swazi Bee may not be just for the handicapped fisherman. Bongani Dlamini, one of the leading professional fishers in the country, likes the Swazi Bee. After he suffered a broken arm, he had to withdraw from some tournaments because fishing with one hand was difficult. He is already hooked on the Swazi Bee because it will increase his fishing efficiency. "What you can do with the Swazi Bee electric reel is eliminate unproductive reeling time," Bongani says.

A few extra seconds may not mean much if you are out on a neighbourhood pond just fishing on the weekend. But it can mean a lot if you are in tournament competitions, where one extra cast might keep you from going home with E50, 000 tucked in your pocket. "Look at it this way," Bongani explains. "Let us suppose we are in clear water and it is necessary to make a long cast to fish. There is a whole lot of unproductive water between us and the cover. With the electric reel, I make my long cast and fish. Then, when I am ready to reel in, I just press the retrieve lever so the battery engages the necessary gears, and I have got my lure back ready to make another cast."

When Bee Dlamini retired from his veterinary supply business, he began enjoying his favourite pastime hunting and developing the Swazi Bee system. He realized that he needed help in marketing his product, so he sought professional assistance to learn how to reach the broadest possible markets for the Swazi Bee system.

Questions:

1. What marketing problem does Bee Dlamini face? What are his information needs? Outline some survey research objectives for a research project on the Swazi Bee system. (10)
2. What type of survey – personal interviews, telephone interviews, or mail survey – should be selected and why? (5)
3. What form of survey errors are most likely to occur in this study? (5)
4. What means should be used to obtain a high response rate? (5)

TOTAL: 25 MARKS

SECTION B

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

QUESTION 2

- a. Discuss the three major criteria that are used to evaluate a measurement instrument. In your answer, discuss how a researcher can test each measurement instrument. (15)
- b. Briefly discuss five advantages and five disadvantages of exploratory research. (10)

TOTAL: 25 MARKS

QUESTION 3

- a. **Briefly discuss the types of marketing research that one can conduct, giving examples where relevant. (15)**
- b. **Discuss ten practical rules that a fieldworker should follow every time when he or she collects data. (10)**

TOTAL: 25 MARKS

QUESTION 4

- a. **Discuss the problems that a Sales Manager encounters in estimating sales volume, giving an example in each case. (15)**
- b. **Describe the steps that are involved in the marketing research process. (10)**

TOTAL: 25 MARKS

QUESTION 5

- a. **What are the major advantages and disadvantages of using observation when conducting marketing research? (15)**
- b. **Define survey research. What are the advantages and disadvantages of using telephone interviews in conducting marketing research? (10)**

TOTAL: 25 MARKS

QUESTION 6

- a. **Discuss the five philosophies of ethical behaviour in marketing research. (15)**
- b. **Outline the ten steps that a marketing researcher should go through in designing a questionnaire. (10)**

TOTAL: 25 MARKS