

UNIVERSITY OF SWAZILAND
DEPARTMENT OF BUSINESS ADMINISTRATION
FINAL EXAMINATION MAY 2012

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 NUMBER 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.

INSTRUCTIONS

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

SECTION A: (COMPULSORY)

QUESTION 1: BIG BROTHERS OF FAIRFAX COUNTY

Big Brothers of America is a social service program designed to meet the needs of boys aged six to eighteen from single – parent homes. Most of the boys served by the program live with their mothers and rarely see or hear from their fathers. The purpose of the program is to give these boys the chance to establish a friendship with an interested adult male. Big Brothers of America was founded on the belief that an association with a responsible adult can help program participants become more responsible citizens and better adjusted young men. The program was started in Cincinnati in 1903. Two years later, the organisation was granted its first charter in New York State through the efforts of Mr Cornelius Vanderbilt. By the end of World War II, there were 30 Big Brothers agencies. Today there are 300 agencies across the United States, and 120 000 boys currently are matched with Big Brothers.

The Fairfax County chapter of Big Brothers of America was founded in Fairfax in 1966. In 1971, United Way of Fairfax County accepted the program as part of its umbrella organization and now provides about 85 percent of its funding. The remaining 15 percent is raised by the local Big Brothers agency. Information about the Big Brothers program in Fairfax County reaches the public primarily through newspapers (feature stories and classified advertisements), radio, public service announcements, posters on buses and in windows of local establishments, and word-of-mouth advertising. The need for volunteers is a key message emanating from these sources. The agency phone number is always included so that people wanting to know more about the program can call for information. Those calling in are given basic information over the telephone and are invited to attend one of the monthly orientation sessions organized by Big Brothers program staff.

At these meetings, men get the chance to talk to other volunteers and to find out what will be expected of them should they decide to join the program. At the end of the session, prospective volunteers are asked to complete two forms. One is an application form and the other is a questionnaire in which the person is asked to describe the type of boy he would prefer to be matched with, as well as his own interests. The files on potential Little Brothers are then reviewed in an attempt to match boys with the volunteers. A match is made only if both partners agree. The agency stays in close contact with the pair and monitors their progress. The three counselors for the Big Brothers program serve as resources for the volunteers.

The majority of the inquiries received by the Fairfax County agency are from women who are interested in becoming Big Sisters or from people desiring information on the Couples Program. Both programs are similar to the Big Brothers program and are administered by it. In fact, of fifty-five calls concerning a recent orientation meeting, only five were from males. Only three of the five callers actually attended the meeting, a typical response.

While the informational campaigns and personal appeals thus seemed to have some impact, the results were also generally disappointing and did little to alleviate the problem of shortage of volunteer Big Brothers. There are currently 250 boys waiting to be matched with Big Brothers and the shortage grows weekly.

Big Brothers of Fairfax County believed a lack of awareness and accurate knowledge could be the cause of the shortage of volunteers. Are there men who would volunteer if only they were made aware of the program and its needs? Is the difficulty a negative program image? Do people think of Little Brothers as problem children, boys who have been in trouble with the law or who have severe behavioral problems? Or could there be a misconception of the type of man who would make a good Big Brother? Do people have stereotypes with respect to the volunteers, for example, that the typical volunteer is a young, single, professional male?

QUESTIONS

- 1. What is the marketing research problem in this case? (5)**
- 2. What information would be useful to answer these questions? (10)**
- 3. How would you go about securing this information? (10)**

TOTAL: 25 MARKS

SECTION B

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

QUESTION 2

- a. Discuss the five steps that are involved in the sampling process. (15)**
- b. Discuss five projective techniques that a marketing manager can use in conducting exploratory research, giving an example in each case. (10)**

TOTAL: 25 MARKS

QUESTION 3

- a. Define internal validity of an experiment. Discuss five factors that may influence the internal validity of an experiment, giving an example in each case. (15)**
- b. Discuss the major advantages and disadvantages of using test markets. (10)**

TOTAL: 25 MARKS

QUESTION 4

- a. **Discuss the advantages and disadvantages of using secondary data. (15)**
- b. **How would go about implementing the five components of fieldwork training, highlighting the importance of each component. (10)**

TOTAL: 25 MARKS

QUESTION 5

- a. **How can a marketing research report presenter ensure that he is a first rate presenter. (15)**
- b. **Discuss five types of product research, giving an example in each case. (10)**

TOTAL: 25 MARKS

QUESTION 6

- a. **Discuss the major types of error that a researcher can encounter in conducting survey research, giving an example in each case. (15)**
- b. **Briefly discuss ten principles of questionnaire design. (10)**

TOTAL: 25 MARKS