

UNIVERSITY OF SWAZILAND
DEPARTMENT OF BUSINESS ADMINISTRATION
SUPPLEMENTARY EXAMINATION JULY 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 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.

INSTRUCTIONS

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

SECTION A: (COMPULSORY)

QUESTION 1: CESSNA AIRCRAFT

Cessna Aircrafts is one of the largest manufacturers of small, private business airplanes in the United States. It is always looking for new marketing opportunities, which may involve cultivating existing segments and exploiting new ones. Recent research by Cessna uncovered that a very small percentage of the total adult population enrolls in private pilot training programs. However, the number of people with pilot's licenses is increasing.

About half of the individuals who enter the training program complete it. Eventually about one out of five people with a private pilot's license will own a private airplane. So pilot training is an important part of the total market for Cessna and its competitors.

A small percentage of pilots are women. Similarly, a small percentage of the students in trainings programs are women. This figure has shown only a slight increase in recent years. Moreover, there are very few women instructors in pilot – training programs. A substantial number of women have the necessary skills, time and income to enroll and complete the basic training program.

Cessna would like to know why more women do not enter the program and how the program or promotional material could appeal to and motivate more women to consider or inquire about such programs.

Several specific market segments may be worthy of examination. These include wives of pilots, businesswomen, women who could benefit from the use of business aircrafts, women who have the income and desire to travel for pleasure, and young women who seek future employment as corporate aircraft pilots.

Cessna realizes that the limiting factor may be low levels interest or motivation and perhaps attitudes towards the desirability of women pilots. But opportunities for women are increasing in many different fields. Cessna, therefore, believes that a vital market may exist that is not being fully exploited.

QUESTIONS

1. Should Cessna begin with exploratory research? What are the possible research questions? (10)
2. Suggest a research methodology that might be used to answer Cessna's questions. (15)

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. In your answer, 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 measurement instrument. (15)**
- b. **Discuss the advantages and disadvantages of using personal interviews in conducting a survey. (10)**

TOTAL: 25 MARKS

QUESTION 4

- a. **Define a closed - ended question. Discuss five types of closed - ended questions. (15)**
- b. **Discuss five major elements of sampling, indicating the significance of each of the elements. (10)**

TOTAL: 25 MARKS

QUESTION 5

- a. **Define an experiment. Discuss how sample selection error can be minimized in an experiment. (15)**
- b. **Discuss five kinds of content that a marketing researcher can observe. (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