

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF COMMERCE**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**FIRST SEMESTER EXAMINATIONS 2012**

**TITLE OF COURSE:**        **MARKETING RESEARCH (BA 419)**  
**DEGREE AND YEAR:**    **BACHELOR OF COMMERCE YEAR 4**  
**TIME ALLOWED:**        **THREE (3) HOURS**

**INSTRUCTIONS:**

- 1.    TOTAL NUMBER OF QUESTIONS ON THE PAPER IS 5**
- 8.    ANSWER QUESTION 1 IN SECTION A AND ANY THREE (3) QUESTIONS FROM SECTION B**
- 9.    MARKS AWARDED ARE INDICATED AT THE END OF EACH QUESTION**
- 10.  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: THE ROYAL SWAZI SPA HOTEL**

The Royal Swazi Spa Hotel in Ezulwini, like most service businesses today, is interested in providing quality customer service. Marketing research is a key link in the customer service process. It is the feedback mechanism that allows management to evaluate and control the level of service it is providing. Accordingly, the Royal Swazi Spa Hotel has developed a questionnaire that is kept in the guest rooms. The one page questionnaire folds so that it forms a prepaid business reply envelope. Also, the following message is printed on the back:

**HOW DO WE RATE?**

In order to maintain the high standards of service for which we are known at the Royal Swazi Spa Hotel, it is helpful for us to receive constructive criticism from our guests. You can help us in this endeavour if you will take a moment and complete this simple questionnaire.

**THANK YOU**

(The questionnaire can be left at the front desk or mailed to Royal Swazi Spa Hotel using the envelope provided which is prepaid)

The questionnaire is as follows:

**THE ROYAL SWAZI SPA HOTEL STUDY: HOW DO WE RATE?**

**1. RECEPTION AND SERVICE**

Were you pleased with the service rendered by the following?

	<b>YES</b>	<b>NO</b>
Porter	.....	.....
Cashier	.....	.....
Casino personnel	.....	.....
Receptionist	.....	.....
Parking attendants	.....	.....
Room service	.....	.....
Telephone operator	.....	.....
Comments.....		
.....		

**2. GUEST ROOM**

**Was your guest room**

	<b>YES</b>	<b>NO</b>
<b>Clean</b>	.....	.....
<b>Comfortable</b>	.....	.....
<b>Well furnished</b>	.....	.....
<b>Adequately supplied (soap, towels, etc)</b>	.....	.....
<b>Comments.....</b>		
.....		

**3. RESTAURANTS**

**While dining in our restaurants, were the following meals satisfactory?**

	<b>YES</b>	<b>NO</b>
<b>Breakfast</b>	.....	.....
<b>Lunch</b>	.....	.....
<b>Dinner</b>	.....	.....
<b>Comments.....</b>		
.....		

**4. We are proud of our employees, and would like to give them recognition whenever possible. If you have observed any of our staff who you think is worthy of singling out, please give us his/her name and surname.**

.....

**5. If you have enjoyed your stay, what features of the Royal Swazi Spa Hotel did you find mostly appealing or pleasant?**

.....  
.....  
.....

**6. Is there anything about the Royal Swazi Spa Hotel, its service or personnel that you did not enjoy?**

.....

**7. How did you get to know about the Royal Swazi Spa Hotel?**

- .....Radio
- .....TV
- .....Newspaper
- .....Billboards
- .....Internet
- .....Other (Please specify).....

8. What was your room number? .....

9. Date of visit? .....

**OPTIONAL**

Name .....

Address .....

Cell phone number .....

Email address .....

**QUESTION**

1. Evaluate the sampling plan used to determine the service quality? Would you do it differently? (10)
2. Critique the questionnaire. Do you think the questions are adequate? Are there any questions that you would add or delete from the questionnaire? (15)

**TOTAL: 25 MARKS**

**SECTION B**

**INSTRUCTIONS**

**ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION**

**QUESTION 2**

- a. Discuss the factors that have contributed to the popularity of marketing research lately. (15)
- b. How would you, as a researcher, evaluate the reliability of secondary data before it can be used for decision making? (10)

**TOTAL: 25 MARKS**

**QUESTION 3**

- a. Discuss the marketing research process, highlighting the important aspects in the process. (15)
- b. Define measurement. Distinguish between the four levels of measurement giving an example of the type of information that can be collected at each level. (10)

**TOTAL: 25 MARKS**

**QUESTION 4**

- a. **Discuss the various sampling methods that a researcher can use when selecting a sample for a research project. (15)**
- b. **Discuss the benefits of pre-testing a questionnaire on a small sample of people before conducting the main study. (10)**

**TOTAL: 25 MARKS**

**QUESTION 5**

- a. **What are the advantages of using personal interviews and mail in conducting a survey research? (15)**
- b. **Define an attitude. Discuss the three components of attitudes. (10)**

**TOTAL: 25 MARKS**