

**UNIVERSITY OF SWAZILAND**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**SUPPLEMENTARY EXAMINATION JULY 2013**

**TITLE OF COURSE:**           **MARKETING RESEARCH (BA 422/ BA 319)**

**DEGREE AND YEAR:**       **BACHELOR OF COMMERCE YEAR 4**  
                                  **BACHELOR OF COMMERCE YEAR 3**  
                                  **IDE BACHELOR OF COMMERCE YEAR 6**

**TIME ALLOWED:**           **THREE (3) HOURS.**

- INSTRUCTIONS:**
- 1.     TOTAL NUMER OF QUESTIONS ON THE PAPER IS 5**
  - 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: THE NATIONAL TAXI COMPANY**

The National Taxi Company was set up in 1998 by Will Smith and his wife Jada. It started as a local part time job, a way to raise money to help family finances. Two family cars were used. Today the company operates nationwide. Besides wholly owned taxi offices, there are fifty franchises in most of the major towns. This means that agreements were signed with fifty people whereby they operate businesses locally under guidance from head office.

Quality standards ensure that all taxis look the same and clean. Drivers pass a special "National Taxi Company Driving Test" which goes beyond driving and covers customer care. Will and Jada are both involved in organizing the massive business they created.

Their market comprises of business customers and residential customers. The business customers have accounts so invoices are sent at the end of each month. This is a major job which is carried out continually by the husband and wife.

Much of their work involves marketing. Jada is the Marketing Manager and her job is to promote the business on behalf of the franchise holders. She carries out regular campaigns on television, radio and in the press. They have recently embraced new media and so they send a regular email with offers and news about their services.

You are Michael Jackson a Marketing Research Consultant and the National Taxi Company is asking you to help them to understand their current and potential customers.

### **QUESTIONS**

- 1. Write a proposal for National Taxi Company outlining how you would go about collecting secondary and primary data for the project. The main objective should be to understand their current and potential customers. (15)**
- 2. Develop a short but comprehensive questionnaire which can assist them in gathering information for their study. (10)**

**TOTAL: 25 MARKS**

## **SECTION B**

### **INSTRUCTIONS**

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

#### **QUESTION 2**

- a. Discuss the different types of observation giving an example in each case. (15)
- b. Critically analyze the following questions giving your own corrected version in each case: (10)
  1. How do you like the taste of the high quality Clover milk?
  2. What do you think of the price and quality of Pick and Pay products?
  3. How far do you live from the closest shopping complex?
  4. Who in your family shops for clothes?
  5. We are conducting a study on Swazi Bank. What do you think of the quality of service offered by Swazi Bank?

**TOTAL: 25 MARKS**

#### **QUESTION 3**

- a. Define an experiment. Discuss the elements of an experiment. (15)
- b. There are four levels of scale measurement. Indicate which level are the following justifying your choice in each case: (10)
  1. Prices on the stock market
  2. Marital status
  3. Employment status
  4. Academic ranks
  5. Examination grades

**TOTAL: 25 MARKS**

#### **QUESTION 4**

- a. D and G (Pty) Ltd has asked you to choose a city where they can test a new cosmetic that they want to launch. What factors would you consider in choosing the test city? (15)
- b. Response bias occurs when a respondent deliberately or unconsciously answer questions falsely. What are the main causes of response bias? (10)

**TOTAL: 25 MARKS**

#### **QUESTION 5**

- a. Discuss the methods that a Marketing Researcher can use in conducting exploratory research. (15)
- b. Briefly outline the different types of marketing research that can be collected for a client. (10)

**TOTAL: 25 MARKS**