UNIVERSITY OF SWAZILAND

DEPARTMENT OF BUSINESS ADMINISTRATION

MAIN EXAMINATION DECEMBER 2014

TITLE OF COURSE:	MARKETING RESEARCH I (BA 419)
DEGREE AND YEAR:	BACHELOR OF COMMERCE YEAR 6 IDE
TIME ALLOWED:	THREE (3) HOURS

INSTRUCTIONS:	1.	THERE ARE 5 QUESTIONS IN THIS PAPER
	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.

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

SECTION A: (COMPULSORY)

QUESTION 1: GREEN LABELLING IN SWAZILAND

Green marketing, according to the American Marketing Association, is the marketing of products that are presumed to be environmentally safe. In order to support environmental protection, manufacturers have introduced various green innovations which incorporate a broad range of changes in the production processes, packaging and labelling. It also entails modifying the products as well as advertising. The growing public concern for safety and protection of the environment has increased. As a result, among the factors that influence consumers to buy products are environmental friendly product labels.

Green labelling has become an important area in the marketing literature and is a powerful marketing tool that organizations are increasingly leveraging. Green labelling information has been used to describe marketing activities that attempt to reduce the negative social and environmental impacts of business. Contemporary research findings are the driving force behind the green labelling initiatives which have become influential in consumer information processing and decision making.

Despite the fact that research indicates a strong impact of green labelling information on consumers' positive reactions, still doubt remains with respect to how labels influence consumers' purchase decisions in a developing country like Swaziland. Consumers' knowledge and ability to understand green label information can be assumed to vary considerably in different cultural settings and there is a strong need to examine how green label information influences the consumers' green purchasing intention in Swaziland.

You have been assigned by your company to conduct marketing research to inform the managers of the importance of green labelling in the context of Swaziland.

QUESTIONS

1. Briefly identify the research questions that should be addressed in your study. (5)
2. Briefly outline a suitable sampling plan for the study. (5)
3. Briefly explain an ideal data collection method and a tool for your research approach. (5)
4. Identify the data analysis techniques that you would utilize to analyze data. (5)
5. Briefly highlight the significant contributions of the study to the company. (5)

TOTAL: 25 MARKS

SECTION B

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

QUESTION 2

   a. Define sampling and discuss the factors that determine the choice of sampling plan. (15)
   b. Identify the ten questions that a marketing researcher should ask before conducting marketing research. (10)

TOTAL: 25 MARKS

QUESTION 3

   a. Discuss the three criteria for a good measurement instrument indicating the methods used to test each. (15)
   b. Identify the advantages and disadvantages of closed ended questions. (10)

TOTAL: 25 MARKS

QUESTION 4

   a. Discuss the factors to consider in choosing a survey research method. (15)
   b. Identify the common mistakes in marketing research. (10)

TOTAL: 25 MARKS

QUESTION 5

   a. Discuss the significance of the oral presentation of a research report indicating the guidelines for effective oral presentation. (15)
   b. Briefly discuss the methods that a researcher can use to collect primary data. (10)

TOTAL: 25 MARKS