

UNIVERSITY OF SWAZILAND
DEPARTMENT OF BUSINESS ADMINISTRATION
MAIN EXAMINATION MAY 2015

TITLE OF COURSE: MARKETING RESEARCH (BA 420)

DEGREE AND YEAR: IDE BACHELOR OF COMMERCE YEAR 6

TIME ALLOWED: THREE (3) HOURS

- INSTRUCTIONS:**
- 1. TOTAL NUMBER 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: SPAR SUPERMARKET

Jane Jones, the manager of the SPAR supermarket chain has a friend who owns a music company. At the annual Swaziland Trade Fair held last year at the Mavuso Trade Centre in Manzini her friend mentioned that his company has recently begun to program background music for shops in Swaziland after having successfully operated his business in the Southern Africa region. As a result sales in the shops where they conducted the experiment have increased.

Jane thought music within the SPAR supermarkets might have an impact on customers. She thought that customers may stay longer in the store if slow, easy-to-listen-to music is played. She also thought the customers may buy more because they will stay longer. However, the SPAR supermarket chain would have to invest substantial amount of money in order to install the music system at all the stores. After some serious thoughts, she decided to hire a marketing research agency to design an experiment to test the influence of music on shopper behaviour for a few randomly selected stores.

The marketing research agency brought the following experimental design:

- ❖ Since they are not sure of the effect of the music on consumer's shopping behaviour, they need to minimize the risk from the experiment. There will be no music on weekdays (Monday to Friday). They will play music on Saturday and Sunday only.
- ❖ Ten (10) stores will be selected randomly for the experiment. The duration of the experiment will be 5 weeks. That is, for 5 weeks, they will play music for the selected stores on Saturday and Sunday.
- ❖ They will measure average daily sales both before and after introduction of the music. They will first compute the average daily sales of the selected 10 stores over 5 weeks before the experiment. They will also compute the average daily sales of the selected stores after the 5 weeks of the experiment period. So they will have 4 measures of average daily sales. Those 4 measures are weekday sales before the experiment (SB1), weekend sales before the experiment (SB2), weekend sales after the experiment (SA1) and weekend sales after the experiment (SA2). They will compare the ratio of sales, that is, $SA1/SB1$ versus $SA2/SB2$. If $SA2/SB2$ is significantly larger than $SA1/SB1$, they will conclude that the music increased sales at the SPAR supermarket.

QUESTION

1. What is the control and experimental group in the experimental design proposed by the marketing research agency? (5)
2. Evaluate the experimental design (10)
3. If you were a marketing researcher, how would you design the experiment? (10)

TOTAL: 25 MARKS

SECTION B

INSTRUCTIONS

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

QUESTION 2

- a. Discuss the following: (15)
 - ❖ Structured and unstructured observation
 - ❖ Disguised and undisguised observation
 - ❖ Natural and controlled observation
- b. Define text marketing. Discuss the methods that can be used in projecting test marketing results. (10)

TOTAL: 25 MARKS

QUESTION 3

- a. Discuss the two types of basic experimental designs as developed by Campbell and Stanley. (15)
- b. Discuss fieldwork management and supervision highlighting its importance in marketing research. (10)

TOTAL: 25 MARKS

QUESTION 4

- a. In the following situations, name the type of experiment described. Illustrate your answer using the experimental design and justify your answer in each case: (15)
- ❖ Shell Pty Ltd is considering phasing out unleaded petrol. They selected Swaziland as an experimental market where the product might be eliminated. They decided to watch product line sales results.
 - ❖ A soft drink manufacturer puts the same brand of orange juice in two containers with different packaging. One group is given the juice and asked about the taste. The other group is given the orange juice in an unlabelled package and asked the same question.
 - ❖ A major fast food corporation is considering a drug testing program for its counter workers. It selects its target outlet, implements the program and measures the impact on productivity.
 - ❖ Tell It All Advertising Agency pre-tested an advert with a portable TV, simulating an actual YV program with the test advert inserted along other adverts. This program was shown to a focus group and there was a subsequent group discussion.
 - ❖ Spar Supermarket is conducting an experiment to determine whether employees prefer to choose their own working hours between 6am and 7pm or they prefer the traditional 8am to 5pm working hours. Each employee in the Manzini branch is asked if he would like to be in the experimental group or the control group. All employees in the Mbabane branch remain in the traditional schedule.
- b. Discuss the five types of projective techniques that a marketing researcher can use in conducting exploratory research giving an example in each case. (10)

TOTAL: 25 MARKS

QUESTION 5

- a. Define observation research. Discuss how observation research can be classified giving a practical example in each case. (15)
- b. Discuss the five steps that are involved in data analysis indicating the significance of each step. (10)

TOTAL: 25 MARKS