

UNIVERSITY OF SWAZILAND
DEPARTMENT OF BUSINESS ADMINISTRATION
SUPPLEMENTARY EXAMINATION JULY 2016

TITLE OF COURSE: MARKETING RESEARCH (BA 319)

DEGREE AND YEAR: BACHELOR OF COMMERCE YEAR 3
IDE BACHELOR OF COMMERCE YEAR 3

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: SWAZILAND TEA COMPANY

Teddy Pendergrass, President and founder of the Swaziland Tea Company sat in a meeting with Michael Jackson of Say It All Food Distributors, discussing the need to develop a marketing plan for Swaziland Tea Company. Swaziland Tea Cooler was the proposed brand name for the new product line. The line was to include two types: regular canned ice tea and the flavoured canned iced tea. Teddy explained that the marketing of the canned iced tea line was designed to be similar to the marketing strategies used by most soft drink marketers.

As Michael listened to the presentation of some plans that he already had discussed with R. Kelly, the Marketing Research Manager, he remembered five years ago when he had returned to Swaziland from his studies in the United States. He had been appalled that in the restaurants people ordered a Swazi bun and a Coke rather than tea for their breakfast on a Sunday morning. It was a tremendous shock for him. That weekend had a major impact on his thinking. The importer and seller of Swaziland Tea Company began to think that the growth era for his tea was over.

R. Kelly indicated that soft drinks consumption in 2008 had reached thirty liters per person per year and substantially more for teenagers. He estimated that the soft drinks consumption now comprised thirty percent of the beverage market. He pointed out, however, that the public was not consciously aware of this extremely large volume.

Michael Jackson and R. Kelly saw canned iced tea as an opportunity to compete in the soft drink market. They thought it was a product that would bring Swaziland Tea Cooler into the soft drinks age. However, they were not sure that there was an adequate demand for this product line.

QUESTION 1:

- a. If you were R. Kelly, the Marketing Research Manager, how would you define the research problem? (5)**
- b. Write a detailed statement of the research objectives for the Swaziland Tea Cooler Project. (10)**
- c. What type of information might be acquired using secondary data and what type of information might be acquired using primary data sources? (10)**

TOTAL: 25 MARKS

SECTION B

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

QUESTION 2

- a. **Discuss the three major criteria that are used to evaluate a measurement instrument. In your answer, discuss how a researcher can test each measurement instrument. (15)**
- b. **Define a marketing research agency. Discuss the two major types of marketing research agencies giving an example in each case. (10)**

TOTAL: 25 MARKS

QUESTION 3

- a. **Define secondary data. Briefly discuss the advantages of secondary data. (15)**
- b. **One of the scales used to measure attitude is called the simple attitude scale. Define attitude. Briefly describe the other types of attitude measurement scales. (10)**

TOTAL: 25 MARKS

QUESTION 4

- a. **Discuss one (1) major advantage and one (1) major disadvantage of the following sampling procedures: (10)**
 1. Systematic sampling
 2. Stratified sampling
 3. Judgment sampling
 4. Quota sampling
 5. Convenience sampling.
- b. **Define the following terms used in marketing research: (10)**
 1. Ordinal scale
 2. Ratio scale
 3. Questionnaire
 4. Determinant choice question
 5. Sampling unit
 6. Sampling frame
 7. Door in the face technique
 8. Silent probe
 9. Letter of authorization
 10. Letter of transmittal
- c. **What types of error might be associated with the following scenarios: (5)**
 1. Conducting a survey about attitudes towards the government using the telephone directory as a sample frame
 2. Interviewing respondents only between 8.00am and 5.00pm on features they would like to see in a set of apartments you want to build
 3. Asking people if they have visited the library in the past two months
 4. Asking people how many tubes of toothpaste they have used in the past year
 5. Telling interviewers they can probe respondents using any method they wish to use.

TOTAL: 25 MARKS

QUESTION 5

- a. Define marketing research. Discuss the steps that are involved in the marketing research process. (15)**
- b. Define observation research. Briefly identify the kinds of behaviour that can be observed giving an example in each case. (10)**

TOTAL: 25 MARKS