

UNIVERSITY OF SWAZILAND
DEPARTMENT OF BUSINESS ADMINISTRATION
FINAL EXAMINATION MAY 2017

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

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

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.

Questions:

1. If you were R. Kelly, the Marketing Research Manager, how would you define the research problem? (5)
2. Write a detailed statement of the research objectives for the Swaziland Tea Cooler Project. (10)
3. 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. The first step in the research process is to define the problem. Comment on the definition of the problem in the following situations: (15)
1. A farm implement manufacturer says: "Our objective is to learn the most effective form of advertising so that we can maximise product line profits."
 2. An employee union says: "Our problem is to determine the reasons why employees join the union, to determine member's awareness of the union, and to measure attitudes and beliefs about how effectively the union operates."
 3. The producer of a television show says: "We have a marketing problem. The ratings of our programs are low. We need to know how to improve our ratings."
 4. A manufacturer of fishing boats says: "The problem is to determine sales trends over the past five years by product category, and to determine the seasonality of unit boat sales by quarters by regions of the country."
 5. The marketer of a new spreadsheet software package says: "The purpose of this research is (i) to identify the market potential for the product, (ii) to identify what desirable features the product should possess, and (iii) to determine possible advertising strategies for the product."
- b. Discuss the five major issues to consider in test marketing products. (10)

TOTAL: 25 MARKS

QUESTION 3

- a. Discuss five ways of classifying experimental designs. In your answer, indicate one advantage and one disadvantage of using each of the research designs. (15)
- b. Discuss five types of product research giving a practical example in each case. (10)

TOTAL: 25 MARKS

QUESTION 4

- a. **Define a questionnaire. Discuss the major issues that a researcher should avoid when developing a questionnaire, giving an example in each case. (15)**
- b. **Discuss the advantages and disadvantages of using personal interviews in survey research. (10)**

TOTAL: 25 MARKS

QUESTION 5

- a. **Researchers typically use human beings to systematically observe a phenomenon. Discuss other methods that researchers can use in observation studies. (15)**
- b. **Briefly discuss five factors that are likely to influence your choice of a sampling procedure. In your answer, give an example of one sampling procedure that you would use as influenced by these factors. (10)**

TOTAL: 25 MARKS