UNIVERSITY OF SWAZILAND
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION
BA320 MARKETING RESEARCH
SECOND SEMESTER EXAMINATION 2018

TITLE OF PAPER: MARKETING RESEARCH
COURSE: IDE BA319 / BUS320 / BA319
DEGREE AND YEAR: BCOM3
TIME ALLOWED: THREE HOURS

INSTRUCTIONS:

1. THIS PAPER CONSISTS OF SECTIONS A AND B.
2. SECTION (A) IS COMPULSORY.
3. ANSWER QUESTION #1 AND TWO OTHER QUESTIONS FROM SECTION (B).
4. LAY YOUR WORK OUT CLEARLY USING HEADINGS, SUBHEADINGS, AND PARAGRAPH NUMBERS. ANSWER THE QUESTION AS ASKED.
5. THE EXAMINATION SHOULD BE CONDUCTED IN STRICT SILENCE.
6. THIS IS A CLOSED BOOK EXAM. NO BOOKS OR NOTES MAY BE CONSULTED DURING THE EXAM.
7. ENSURE THAT YOUR ID NUMBER IS INDICATED ON YOUR EXAMINATION COVER PAGE. NO NAMES SHOULD BE RECORDED ANYWHERE ON THE EXAMINATION BOOK.
8. FAILURE TO OBSERVE THE STATED RULES WILL BE CONSIDERED CHEATING AND WILL BE HANDLED ACCORDING TO UNISWA REGULATIONS.

FOUR PAGES

THIS EXAMINATION PAPER SHOULD NOT BE OPENED UNTIL INVIGILATOR HAS GRANTED PERMISSION

MARKETING RESEARCH 2018

SECTION A
Read the case and answer all questions in this section (60 marks)

Growth through Market Expansion – The Nando's Example

Nando's is a well-known South Africa-based fast food operator selling its renowned flame-grilled peri-peri chicken in various cities of the world such as Auckland, New Zealand, Washington, DC in the U.S., and Vancouver Canada; and especially into Africa which is seen as the best growth option for this company.

Nando's global operations (i.e. outside the South African border) exceeded 40% of its total turnover in 2008. Nando's follows the franchising route in allowing its brand to grow in the international market. There is tight control by top-management regarding the operational aspects of the franchises. This refers to procurement agreements and signage for the outlets. Nando's has different target markets in different countries in Africa. This is due to income disparities in these countries. In Botswana, Nando's is very much a middle-class brand, while further north, Nando's is seen as more of a once-a-month treat to consumers, while it also gathers big support from expatriates who are seeking a quality fast food experience similar to what is available in South Africa.

1. What is secondary data? **(10 Marks)**
    a. What sources of secondary data might be available which would help in the needed research study? **(10 Marks)**
    b. What problems may exist with this type of data? **(5 Marks)**

2. Please describe
    a. The research problem **(5 Marks)**
    b. The research objectives which would help Nandos decide on their global expansion plan. **(5 Marks)**

3. The marketing research process details how we go about creating marketing research projects. Please use the process to outline a research plan for the above study. **(25 Marks)**

SECTION B

Total of TWO QUESTIONS
Answer any two questions in this section (40 Marks)

QUESTION 1

a) What is external validity? **(10 MARKS)**
b) Explain the relationship between external validity and generalizability. **(10 MARKS)**

QUESTION 2

a) What is an ethnography? **(10 MARKS)**
b) How might an ethnography be used in concept testing? Give a specific product-based example. **(10 MARKS)**

QUESTION 3

The University of Swaziland is thinking of using a Decision Support System to provide a data-driven basis to University marketing, admissions functions, and Faculty funding decisions.
a) What type of data should they use? **(10 MARKS)**
b) What types of decisions could they make using this data? **(10 MARKS)**

TOTAL 100 MARKS