

**UNIVERSITY OF ESWATINI
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION
BA319 MARKETING RESEARCH
SECOND SEMESTER EXAMINATION 2019**

TITLE OF COURSE: MARKETING RESEARCH (IDE-BA 319)

DEGREE AND YEAR: BACHELOR OF COMMERCE

YEAR: 3

TIME ALLOWED: THREE (3) HOURS

INSTRUCTIONS:

1. This paper consists of Section A and Section B.
2. Section (S) is compulsory.
3. Answer Question #1 and two other questions from Section (B)
4. Lay your work out clearly using headings, sub headings, and paragraph numbers. Answer the question as asked.
5. This 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 Student I.D 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 UNESWA regulations.

SPECIAL REQUIREMENTS: NONE

THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.

SECTION A. – COMPULSORY

Read the case study and answer all questions in this section

QUESTION 1 – Augusta National Golf Club

Some researchers introduce bias into their research. This tends to happen when studies are commissioned by companies or organisations seeking to justify a particular position. For example, between 2002 and 2005 the Augusta National Golf Club was under pressure because of a perceived gender bias in their membership policies. The Club hosts the annual Masters Golf Tournament in the US, but only admitted its first black member in 1990 and, as of 2009 had not accepted a female member (although women are able to play the course as guests).

The club was faced with high – profile protests in 2002 when the chairperson of the National Council of Women’s Organizations, Martha Burk, publicly challenged the club’s membership policy. Up to that time, IBM Coca- Cola and Citigroup sponsored the tournament but they all pulled their commercial support for the 2003 Masters tournament and the tournament remained without a corporate sponsor until 2005.

Faced with losing major sponsorship deals, the club conducted a national study and the results appeared to confirm that members of the general public preferred for women not to be granted membership of the club. However, on closer inspection, it is clear that the club’s research had been conducted with a bias to suit the club’s own views. The first questions within the research dealt with the constitution of the United States. Respondents were asked whether they believed in the sanctity of the American constitution, and further questions addressed the golf clubs constitutional right as a private club to choose its own members. By asking leading questions in such a way, the club was able to come to a conclusion that suited its beliefs.

QUESTIONS

- a. When assessing the quality of information from a research project the Researcher must always make a determination of the accuracy of those results. Explain and give examples of common errors and how the Augusta National Club could have managed the errors. **(15 Marks)**
- b. Looking and relating into the above case please discuss the five types of response bias in survey research? **(15 Marks)**
- c. Define a marketing research agency. Discuss the two major types of marketing research agencies giving an example in each case. **(10 Marks)**

TOTAL: 40 MARKS

SECTION B

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

QUESTION 2

- a. Discuss the categories of exploratory research giving examples of each category. (10 Marks)
- b. What are the 4Cs of marketing research (10 Marks)

TOTAL: 20 MARKS

QUESTION 3

- a. Define secondary data. Briefly discuss the advantages of secondary data. (10 Marks)
- b. What problems may exist with this type of data? (10 Marks)

TOTAL: 20 MARKS

QUESTION 4

- a. Identify and explain the types of mechanical devices that a marketing researcher can use in observation research. (10 Marks)
- b. Discuss ten practical rules that a field worker should follow every time when he or she collects data. (10 Marks)

TOTAL: 20 MARKS

QUESTION 5

- 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. (10 Marks)
- 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 Marks)

TOTAL: 20 MARKS