

**UNIVERSITY OF ESWATINI
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION
BUS320MARKETING RESEARCH
EXAMINATION 2019**

**TITLE OF PAPER: MARKETING RESEARCH
COURSE: BUS320
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 Any Three 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 UNESWA Regulations.

FIVE PAGES

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

MARKETING RESEARCH 2019

SECTION A

Read the case and answer all questions in this section (40 marks)

A marketing research firm has been hired by the Manzini Town Board to do a study on Riverstone Mall. The marketing research firm has submitted the following proposal to Town Board:

Qualitative Research: Directly speaking with the target customers. This involves a group of 8–10 people brought together to discuss the issue under the guidance of a researcher (the group moderator).

The advantage of this technique is that it allows the researcher to explore and understand the underlying motives, objectives and choices that drive behaviour. By understanding these factors the researcher is able to recommend approaches to achieve the objectives specified by the organisation.

For group sessions participants would be recruited from the local market area and would include both regular and infrequent users.

In a four group scenario the characteristics of each of the groups would be:

1. Women 22–30 years with no children
2. Women 35–40 years with children
3. Women 45–60 years
4. Males 25–40 years.

The group discussions would be conducted at the Manzini Town Council. They will be run by a qualified market research consultant. The presence and assistance of a representative of the Association/Chamber and local Council would be requested for each session to answer questions, if needed. A topic-guide/script is prepared prior to the groups and used as a prompt within the session. The topic guide generally starts with broad issues and becomes more focused as it progresses. A detailed report is prepared by the researcher at the conclusion of this process. This report is based on a thorough review of the tape-recordings or video-recordings made in the group session.

Quantitative survey: Using the ideas gained from the above qualitative research, we will put together a quantitative, closed-ended survey, measuring how prevalent the behaviors found from the qualitative session are throughout a sample of the population in the area.

There are two options for collecting this data; one being quite comprehensive in its scope (on the telephone to the community), the other being limited to customers currently using the centre and to residents within a 3 km radius of the Mall (face-to-face administration of

the surveys at the Mall, in the street, or door-to-door). There is also a difference in the cost of each.

A. Telephone survey A broadly based survey of the catchment area for customers to a community shopping centre.

- Sample size: 300 people
- Quotas: Set for areas defined by the area of residence indicated in previous surveys of shoppers.
- Methodology: Telephone
- Questionnaire: This would be up to 10 minutes in length and cover 10–12 key questions plus demographic descriptions.
- Analysis: The data for the total survey is reweighted to reflect the correct proportions in each of the local areas. Weighting ensures that respondents living a long way from the centre are not over-represented.
- Output: The sample size will allow analysis on the basis of different groups in the survey. For example it may be useful to look at groups living at different distances from Riverstone Mall or different frequencies of shopping at the mall.

B. A face-to-face survey administration at shopping centre

- Sample Size: 300 shoppers
- Quotas: Set for areas defined by the area of residence indicated in previous surveys of shoppers. Of course, it excludes those shoppers who never visit this shopping area.
- Methodology: Face-to-face survey answers to be collected in the street or car-park areas.
- Questionnaire: This would be up to 15 minutes in length and cover 10–12 key questions plus demographic descriptions.
- Analysis: The data for the survey is reweighted to reflect the correct proportions in each of the local areas.
- Output: The sample size will allow analysis on the basis of different groups in the survey.
- Cost: This method would be 20% lower in survey administration costs than the telephone method.
- Disadvantages: The main problem with this methodology is that it fails to contact the infrequent or non-shoppers. We will not know why they shop elsewhere or why they have rejected Riverstone Mall. This means that strategies to expand the number of customers by getting new customers to visit cannot be developed as reliably.

C. A face-to-face survey administration conducted door-to-door in the identified shopper catchment

- Sample Size: 300 shoppers
- Quotas: Set for random areas defined by the known catchment of 30,000 residential properties. Includes those shoppers who never visit this shopping area.

- **Methodology:** Face-to-face survey administration conducted at the door of the residence.
- **Questionnaire:** This would be up to 15 minutes in length and cover 10–12 key questions plus demographic descriptions.
- **Analysis:** The data for the survey is reweighted to reflect the correct proportions in each of the local areas.
- **Output:** The sample size will allow analysis on the basis of different groups in the survey.
- **Cost:** This method would be 20% lower in interviewing cost than the telephone method.
- **Advantages:** The main advantage of this methodology is that it is more likely to contact the infrequent or non-shoppers.

Research outputs

- Summary of behaviour, attitudes in shopping and choice of shopping location.
- Identify the strengths and weaknesses of Riverstone Mall.
- A summary report on the quantitative study would be prepared along with the tables.

CASE QUESTIONS

1. Give a detailed comparison of the strengths and weaknesses for each of the quantitative methods suggested in the proposal. **(20 Marks)**
2. Explain the rationale for the suggestion that both a catchment area survey and a survey in the shopping centre should be conducted. **(10 Marks)**
3. Give your arguments for and against the inclusion of the qualitative research as part of the research design. **(10 Marks)**

SECTION B

Answer any three other questions in this section (60 Marks)

QUESTION 1

Your marketing research company has been asked to help a grocery store understand why their sales are decreasing. Describe the procedure you should follow to address this research request. Be sure your answers are specific to this example. **(20 Marks)**

QUESTION 2

Ndumiso wants to do a laboratory experiment on groups of the customers, but Diana wants

to do the same study by formulating questionnaires and collecting data from a sample of customers. The company for which they are working explained that external validity is most important to them. Cost is also a factor.

- a) What is external validity and what factors affect it? (10 Marks)
- b) Considering the above factors, which Researcher is correct and why? (10 Marks)

QUESTION 3

- a) Explain why researchers often look for secondary data first when conducting research. (10 Marks)
- b) What are the drawbacks of using secondary data? (10 Marks)

QUESTION 4

Internet research is being utilized on an increasing basis to do consumer research. From a marketing research perspective, what are the

- a) Pros/positives of using internet surveys? (5 Marks)
- b) Cons/negative aspects of utilizing internet surveys (5 Marks)
- c) Pros of utilizing unobtrusive marketing research like cookies? (5 Marks)
- d) Cons/of utilizing unobtrusive marketing research like cookies? (5 Marks)

TOTAL 100 MARKS