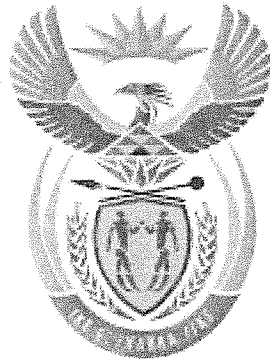
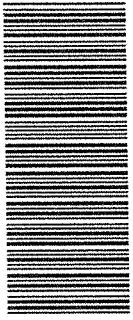


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# higher education & training

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Department:  
Higher Education and Training  
**REPUBLIC OF SOUTH AFRICA**

**N1020(E)(J12)H  
JUNE EXAMINATION**

**NATIONAL CERTIFICATE**

**MARKETING RESEARCH N6**

**(4030086)**

**12 June 2013 (Y-Paper)  
13:00–16:00**

**This question paper consists of 7 pages and a 1- page answer sheet.**

**DEPARTMENT OF HIGHER EDUCATION AND TRAINING**  
**REPUBLIC OF SOUTH AFRICA**  
**NATIONAL CERTIFICATE**  
**MARKETING RESEARCH N6**  
**TIME: 3 HOURS**  
**MARKS: 200**

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**NOTE:** If you answer more than the required number of questions, only the required number of questions will be marked. All work you do not want to be marked, must be clearly crossed out.

**INSTRUCTIONS AND INFORMATION**

1. This question paper consists of **THREE** sections:  
  
SECTION A: 50 marks  
SECTION B: 100 marks  
SECTION C: 50 marks  
GRAND TOTAL: 200 marks
  2. SECTION A is **COMPULSORY** and must be answered by **ALL** the candidates on the attached **ANSWER SHEET**.
  3. SECTION B is **COMPULSORY** and must be answered by **ALL** the candidates in the **ANSWER BOOK**.
  4. SECTION C. Answer only **ONE** question in this section in the **ANSWER BOOK**.
  5. Read **ALL** the questions carefully.
  6. Number the answers according to the numbering system used in this question paper.
  7. Start each question on a **NEW** page.
  8. Write neatly and legibly.
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**SECTION A (COMPULSORY)****QUESTION 1**

1.1 Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.1.1–1.1.10) on the attached ANSWER SHEET.

1.1.1 The format of the research report should include the following:

- A Title page
- B Letter of authorisation
- C Table of content
- D All the above-mentioned

1.1.2 A confidence interval refers to ...

- A the range into which the true population parameter will fall assuming a level of confidence.
- B the probability that a confidence level will include the population parameter.
- C a statement in which no difference or effect is expected.
- D alpha error.

1.1.3 Problem-identification research includes ...

- A image research.
- B non-business research.
- C forecasting
- D all the above-mentioned

1.1.4 A marketing-research mission statement should address ONE of the following:

- A Name of the business
- B Product/service
- C Target market
- D All the above-mentioned

1.1.5 A disadvantage of secondary data:

- A Identifies the problem
- B May lack accuracy and relevance
- C Defines the problem better
- D Develops a specific approach to the problem

- 1.1.6 The range in data analysis ...
- A measures the spread of data.
  - B is the square root of the variance.
  - C measures the standard deviation.
  - D measures the population compilation.
- 1.1.7 Which ONE of the following does NOT fit? Segmentation research determines ...
- A the basis of segmentation.
  - B market potential.
  - C life style and demographic profile.
  - D product testing.
- 1.1.8 Which ONE of the following does NOT FIT? Non-probability sampling consists of ...
- A judgmental sampling.
  - B quota sampling.
  - C stratified sampling.
  - D snowball sampling.
- 1.1.9 The sentence completion technique refers to ...
- A the range into which the true population parameter will fall, assuming a given level of confidence.
  - B the probability that a confidence level will include the population parameter.
  - C an incomplete statement which respondents must complete.
  - D a beta error.
- 1.1.10 Validity in research refers to ...
- A the extent to which differences in an observed scale score reflect a true difference amongst objects on the characteristics being measured
  - B the extent to which a scale produces consistent results if repeated measures are made.
  - C the ability of a measurement scale to indicate differences.
  - D the extent of a measurement scale.

(10 × 2) (20)

1.2 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (1.2.1–1.2.15) on the attached ANSWER SHEET.

- 1.2.1 In a report, the table of contents gives the background to the problem.
- 1.2.2 A stratified sampling method is not precise.
- 1.2.3 Tabulation is a process of analysing data and putting the data into different categories.
- 1.2.4 Non-probability sampling relies on the personal judgement of the researcher, rather than chance to select sample elements.
- 1.2.5 Trade unions can also conduct research on labour market trends.
- 1.2.6 The purpose of test marketing is to test how consumers will react to new products on the marketing thereof.
- 1.2.7 Editing is the review of the questionnaires with the objective of increasing accuracy and precision.
- 1.2.8 Evaluation of results is the first step in test marketing.
- 1.2.9 Changes to a product, such as warranties will have an effect on sales.
- 1.2.10 Convenience sampling is the most expensive of all sampling methods.
- 1.2.11 Life style is an example of demographic segmentation.
- 1.2.12 A disadvantage of snowball sampling is that it is time-consuming.
- 1.2.13 In the matured phase of the product life cycle, marketing research will investigate the formulation of a new marketing mix.
- 1.2.14 In personal observations, a research observes the actual behaviour as it occurs.
- 1.2.15 The median represents the highest peak in the distribution.

(15 × 2) (30)  
[50]

**TOTAL SECTION A: 50**

**SECTION B**

This section is **COMPULSORY** and must be answered by **ALL** students in the **ANSWER BOOK**.

**QUESTION 2**

- 2.1 You have recently applied to be placed at the Department of Agriculture as a junior marketing research officer. During your interview the department asks you the following questions:
- 2.1.1 Explain the steps in the marketing research process. (30)
- 2.1.2 You may make use of qualitative or quantitative research or a combination of both. Explain the difference between *qualitative* and *quantitative research methods*. (5 × 2) (10)
- 2.1.3 Secondary data is a good start for collecting data. However, it is always beneficial to evaluate secondary data against certain factors. Name those factors (5 × 2) (10)
- [50]**

**QUESTION 3**

- 3.1 As part of the interview, the panel wants to establish if you know the basic concepts of designing a questionnaire. The panel asks you to design a quantitative questionnaire. The panel asks you to design FIVE questions and indicate that you should make use of a 5-point likert rating scale. The panel further asked you to include opening and closing remarks. (20)
- 3.2 The panel indicates that researchers will usually design a training programme that will assist fieldworkers to be effective. The panel asks you to list FIVE items that you would include in such a training programme. (5 × 2) (10)
- 3.3 The panel indicates to you that even if you train field workers, the possibility of respondent errors are still likely. The panel asked you to highlight TWO respondent errors, give examples of each and indicate how you could minimise these errors. (5 × 2) (10)
- 3.4 The panel asks you to explain the advantages of conducting research for their organisation. (5 × 2) (10)
- [50]**

**TOTAL SECTION B: 100**

**SECTION C**

Choose ONE of the questions in this section.

**QUESTION 4**

- |     |   |         |                    |
|-----|---|---------|--------------------|
| 4.1 | Explain the role of marketing research in the introduction phase of the product life-cycle and indicate some of the marketing research questions that can be asked during this phase. | (5 × 2) | (10)               |
| 4.2 | Discuss the role of marketing research in the decision-making process.  | (5 × 2) | (10)               |
| 4.3 | Explain briefly the difference between <i>metrical</i> and <i>non-metrical data</i> .   | (2 × 2) | (4)                |
| 4.4 | What factors would you consider when you determine the size of a sample?  | (5 × 2) | (10)               |
| 4.5 | Explain <i>objectivity</i> as a guideline when writing a report.  | (4 × 2) | (8)                |
| 4.6 | List FOUR quantitative forecasting methods in marketing.  | (4 × 2) | (8)<br><b>[50]</b> |

**OR**

**QUESTION 5**

- |     |   |         |                     |
|-----|---|---------|---------------------|
| 5.1 | Why is a marketing information system important?  | (5 × 2) | (10)                |
| 5.2 | Highlight the difference between <i>dependence</i> and <i>interdependence</i> (multi-variants), with reference to the requirements for the choice of a suitable data analysis method. | (5 × 2) | (10)                |
| 5.3 | Discuss the principles and conditions for selecting a sample in marketing research.   | (5 × 2) | (10)                |
| 5.4 | Your research design forms the basis for your research study. List the items which you would include in your research design.   | (5 × 2) | (10)                |
| 5.5 | Explain the role of forecasting in business.  | (5 × 2) | (10)<br><b>[50]</b> |

<b>TOTAL SECTION C:</b>	<b>50</b>
<b>GRAND TOTAL:</b>	<b>200</b>

ANSWER SHEET

EXAMINATION NUMBER:

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## SECTION A

## QUESTION 1

1.1

1.1.1	A	B	C	D
1.1.2	A	B	C	D
1.1.3	A	B	C	D
1.1.4	A	B	C	D
1.1.5	A	B	C	D
1.1.6	A	B	C	D
1.1.7	A	B	C	D
1.1.8	A	B	C	D
1.1.9	A	B	C	D
1.1.10	A	B	C	D

(10 × 2) (20)

1.2

	TRUE	FALSE
1.2.1		
1.2.2		
1.2.3		
1.2.4		
1.2.5		
1.2.6		
1.2.7		
1.2.8		
1.2.9		
1.2.10		
1.2.11		
1.2.12		
1.2.13		
1.2.14		
1.2.15		

(15 × 2) (30)  
[50]

TOTAL SECTION A: 50