



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

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JUNE EXAMINATION

NATIONAL CERTIFICATE

MARKETING RESEARCH N6

(4030086)

24 June 2014 (X-Paper)
09:00–12:00

This question paper consists of 7 pages.

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

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
SECTION B:	100
SECTION C:	50
GRAND TOTAL:	200
 2. **SECTIONS A and B are COMPULSORY.**
 3. **SECTION C: Answer only ONE question in this section.**
 4. Read **ALL** the questions carefully.
 5. Number the answers according to the numbering system used in this question paper.
 6. Start each question on a **NEW** page.
 7. 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 (1.1.1–1.1.13) in the ANSWER BOOK.

1.1.1 Which of the following is applicable on pricing research?

Pricing research will determine...

- A product testing.
- B distribution channels.
- C price of commodities .
- D All of the above.

1.1.2 Which of the following does NOT fit?

Promotion research determines ...

- A optimal promotion budget.
- B optimal promotional mix.
- C price elasticity of demand.
- D optimal promotional relationship.

1.1.3 The purpose of exploratory research design is to ...

- A describe market characteristics.
- B obtain evidence of cause-and-effect relationships.
- C search through a problem.
- D All of the above.

1.1.4 Which of the following defines editing?

- A The review of the questionnaire
- B A book that contains coding instructions
- C A process putting data into different categories
- D Classification of data

1.1.5 The sentence-completion technique refers to ...

- A the range into which the true population parameter will fall.
- B the probability that a confidence level will include the population parameter.
- C an incomplete statement which respondents must complete.
- D a Beta error.

1.1.6 When you determine the content of individual questions, you should first ask yourself the following:

- A Is the question necessary?
- B Are several questions needed instead of one?
- C Will the respondent remember the question?
- D All of the above.

1.1.7 Which of the following is applicable?

These are some guidelines for the layout and reproduction of a questionnaire.

- A Questions should not be numbered.
- B Use double line spacing after each question.
- C Keep questions as short as possible.
- D All of the above.

1.1.8 Non-probability sampling methods consist of ...

- A convenience sampling.
- B judgemental sampling.
- C quota sampling.
- D All of the above.

1.1.9 The mean refers to ...

- A the value that occurs most frequently in a table.
- B the middle value in the table.
- C the average obtained by adding all the elements in a set and dividing it by the number of elements.
- D All of the above.

1.1.10 Casual research is appropriate when ...

- A a research problem needs to be defined.
- B understanding which independent variable has an effect on the dependent variables.
- C identifying insight for developing an approach to the problem.
- D describing characteristics of relevant groups.

(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) in the ANSWER BOOK.

- 1.2.1 The objective of marketing research is to provide accurate information that reflects a true statement of affairs in the organisation.
- 1.2.2 Trade unions will do research on how labour laws will impact on employment.
- 1.2.3 Primary data is data that already exists.
- 1.2.4 Secondary data is new data.
- 1.2.5 A focus group refers to an interview conducted by a trained moderator in a non-structured and natural manner with a small group of respondents.
- 1.2.6 Audits refer to mechanical devices such as an eye camera.
- 1.2.7 A disadvantage of simple random sampling is that it is time consuming.
- 1.2.8 Metric data is quantitative data which is measured in numbers.
- 1.2.9 Reliability refers to the ability of a measuring scale to indicate differences.
- 1.2.10 A disadvantage of convenience sampling is that the sample is not representative.
- 1.2.11 Coding refer to the review of the questionnaire.
- 1.2.12 An advantage of cluster sampling is that it is easy to implement.
- 1.2.13 Marketing research can be a line and staff function.
- 1.2.14 Time series is an example of a qualitative forecasting method.
- 1.2.15 In cross tabulation, a single variable is considered.

(15 × 2) (30)
[50]

TOTAL SECTION A: 50

SECTION B (COMPULSORY)**QUESTION 2**

- 2.1 Discuss the steps in marketing research. Support your discussion with appropriate examples. (30)
- 2.2 Explain the role of marketing research in the marketing concept. (5 × 2) (10)
- 2.3 List FIVE steps in test marketing. (5 × 2) (10)
- [50]**

QUESTION 3

- 3.1 Design any FIVE quantitative questions for a questionnaire as a research instrument. (20)
- 3.2 List FIVE instructions you would give field workers as to how one should conduct interviews. (5 × 2) (10)
- 3.3 Identify TWO respondent errors that might occur during the administration of the questionnaire and indicate how these errors can be minimised. (5 × 2) (10)
- 3.4 Marketing research has a lot of benefits but also certain limitations. Highlight these limitations. (5 × 2) (10)
- [50]**

TOTAL SECTION B: 100

SECTION C

Answer only ONE question from this section.

QUESTION 4

- | | | | |
|-----|--|---------|-------------|
| 4.1 | What factors will you take in consideration for the choice of a forecasting method? | (5 × 2) | (10) |
| 4.2 | Discuss in-depth interviews. | (5 × 2) | (10) |
| 4.3 | List FIVE areas in respect of which you can apply market research. | (5 × 2) | (10) |
| 4.4 | Indicate the principles and conditions for selecting a sample in marketing research. | (5 × 2) | (10) |
| 4.5 | Highlight FIVE characteristics of qualitative research. | (5 × 2) | (10) |
| | | | [50] |

OR

QUESTION 5

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|-----|--|---------|-------------|
| 5.1 | Explain the role of marketing research in the introduction phase of the product life cycle and also indicate the series of questions that market research will focus on. | (5 × 2) | (10) |
| 5.2 | State and explain TWO methods to edit unsatisfactory responses. | (5 × 2) | (10) |
| 5.3 | Explain why we prefer a sample instead of a census in marketing research. | (5 × 2) | (10) |
| 5.4 | Discuss the role of confidence intervals in data collection. | (5 × 2) | (10) |
| 5.5 | List FIVE different types of reports. | (5 × 2) | (10) |
| | | | [50] |

TOTAL SECTION C:	50
GRAND TOTAL:	200