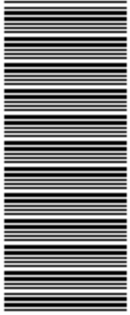


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higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

**N1050(E)(J8)H
JUNE EXAMINATION
NATIONAL CERTIFICATE
MARKETING RESEARCH N6**

(4030086)

**8 June 2016 (X-Paper)
09:00–12:00**

This question paper consists of 9 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 marks
SECTION B: 50 marks
SECTION C: 100 marks
GRAND TOTAL: 200 marks
 2. SECTION A and SECTION B are COMPULSORY.
 3. Answer only TWO questions in SECTION C.
 4. Read ALL the questions carefully.
 5. Answer ALL the questions in the ANSWER BOOK.
 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.
-

SECTION A (COMPULSORY)**QUESTION 1**

Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (1.1–1.10) in the ANSWER BOOK.

- 1.1 The goals of the organisation refer to a broad statement of the will and objectives of that organisation.
- 1.2 Marketing research requires systematic planning at all stages of the marketing research process.
- 1.3 Test marketing is a controlled experiment done in an unlimited marketing environment.
- 1.4 Returning to the field is one method that could be used to edit unsatisfactory responses.
- 1.5 Inability errors result from the respondent's unwillingness to provide accurate information.
- 1.6 A parameter is a summary descriptive of a characteristic of the sample or measures of the sample.
- 1.7 Frequency distribution is a statistical technique which describes two or more variables simultaneously.
- 1.8 A good measuring scale should be sensitive, meaning it must indicate the differences.
- 1.9 Gender is an example of psycho-graphic marketing segmentation.
- 1.10 In cluster sampling the target population is first divided into mutually exclusive subpopulations. (10 × 2)

[20]

QUESTION 2

Choose an item from COLUMN B to match a description in COLUMN A. Write only the letter (A–L) next to the question number (2.1–2.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
2.1	Intended to motivate respondents to expand, clarify or explain their answers	A	confidence interval
2.2	Can be seen as two-stage restricted judgement sampling	B	research design
2.3	Involves a complete analysis of the elements of a population	C	income elasticity coefficient
2.4	The range into which the true population parameter will fall assuming a given level of confidence	D	metric data
2.5	The midpoint between two values	E	quota sampling
2.6	Quantitative data, measured in numbers, measured on interval or ratio scale	F	structured observation
2.7	Produces consistent results if repeated measurements are made	G	mode
2.8	Forecasting based on the assumption that income is the only factor for the purchase of a particular product or service	H	reliability
2.9	Researcher specifies in detail how the measurement must be recorded	I	probing
2.10	Blueprint for conducting the marketing research project	J	median
		K	census
		L	descriptive research

(10 x 1)

[10]

QUESTION 3

Various options are provided as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (3.1–3.10) in the ANSWER BOOK.

- 3.1 Which ONE of the following is NOT a method of probability sampling?
- A Simple random sampling
 - B Systematic sampling
 - C Judgement sampling
 - D Stratified sampling
- 3.2 In marketing research, population refers to ...
- A the object from which the information is desired.
 - B the aggregate of all elements that share common characteristics.
 - C the number of elements that will be included in the study.
 - D a subgroup of the target market.
- 3.3 Which ONE of the following is NOT an example of an internal secondary data source?
- A Sales invoice
 - B Annual report
 - C Directories
 - D Credit reports
- 3.4 The purpose of exploratory research design is to ...
- A describe market characteristics.
 - B obtain evidence of cause and effect variable relationships.
 - C search through a problem or situation.
 - D ALL the above-mentioned
- 3.5 A disadvantage of the projection technique is that it may ...
- A be too expensive to conduct.
 - B yield valuable information.
 - C increase the validity of the response.
 - D be helpful to uncover underlying motives and beliefs.
- 3.6 The mission statement of an organisation must be ...
- A easy to remember.
 - B acceptable to all.
 - C sensible and easy to understand.
 - D ALL the abovementioned

3.7 Problem solving research is undertaken to arrive at a solution.

Which ONE of the following is applicable to problem solving research?

- A Promotional research
- B Forecasting
- C Business trends research
- D Trade union research

3.8 The decision-support system continuously collects and interprets information for decision makers and consists of ...

- A database software.
- B communication networks.
- C hardware.
- D ALL the abovementioned

3.9 The influence of environmental factors must be understood when defining the marketing research problem.

Which ONE of the following is NOT an example of environmental factors?

- A State of the economy
- B Buyer behaviour
- C Syndicated services
- D Government agencies

3.10 Data preparation and analysis involve several activities.

Which ONE of the following is NOT part of data preparation and analysis?

- A Sampling
- B Editing
- C Tabulation
- D Coding

(10 × 2) [20]

TOTAL SECTION A: 50

SECTION B (COMPULSORY)**QUESTION 4**

- 4.1 Discuss the EIGHT steps of the marketing research process in the correct order. (35)
- 4.2 Name FIVE items that should be included in the format of the marketing research report. (5)
- 4.3 Marketing research assists decision makers to identify problems and opportunities that occur during each phase of the product life-cycle.
- What will be the focus areas, and what are the questions that market researchers will aim to answer during the growth phase? (5 × 2) (10)
- [50]**
- TOTAL SECTION B: 50**

SECTION C

Answer any TWO questions in this section.

QUESTION 5

- 5.1 You have been appointed by the management of a local supermarket to measure overall customer satisfaction. You must design a qualitative questionnaire. The questionnaire should have an introduction, content and conclusion.
- Your questions should be based on the following:
- Customer service
 - Cleanliness of store
 - Availability of stock
 - Outlay of the store
 - Handling of customer complaints (20)
- 5.2 State FIVE principles and conditions that are applicable when selecting a sample in marketing research. (5 × 2) (10)
- 5.3 Explain the role of the confidence interval in data processing. (5 × 2) (10)
- 5.4 5.4.1 Define the term *focus group*. (6)
- 5.4.2 State the main purpose and value of this qualitative technique to collect primary data. (2 × 2) (4)
- [50]**

QUESTION 6

6.1 Several potential sources of error can affect a research design.

Distinguish between the following response errors and give examples of each. Indicate also how it can be minimised.

6.1.1 Errors made by interviewers (3 × 3) (9)

6.1.2 Errors made by respondents (2 × 3) (6)

6.2 Identify FOUR non-probability sampling methods and give a short description of each. (4 × 2) (8)

6.3 State FIVE benefits of marketing research. (5 × 2) (10)

6.4 Data preparation is done as soon as the first batch of questionnaires is received from the field.

Discuss the process of data preparation under the following headings:

6.4.1 Editing (4 × 2) (8)

6.4.2 Coding (2 × 2) (4)

6.5 The demand for services and products vary and businesses must have knowledge of the market.

Name FIVE sources where information about the market can be obtained.

(5 × 1) (5)

[50]

QUESTION 7

7.1 Explain SIX objectives of a good measuring scale. (6 × 2) (12)

7.2 Numerous strategic and tactical decisions are made in the process of identifying and satisfying customer needs.

Explain the role of marketing research in the decision making process. (5 × 2) (10)

7.3 Explain why in marketing research a sample instead of a census is used. (5 × 2) (10)

- | | | | |
|-----|---|---------|-------------|
| 7.4 | Distinguish between FOUR quantitative methods of forecasting. | (4 × 2) | (8) |
| 7.5 | Which topics would you include in the training programme for a group of marketing research field workers? | (5 × 2) | (10) |
| | | | [50] |

TOTAL SECTION B:	100
GRAND TOTAL:	200

GENERAL STUDIES