



higher education & training

Department:
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REPUBLIC OF SOUTH AFRICA

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NATIONAL CERTIFICATE
MARKETING RESEARCH N6

(4030086)

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This question paper consists of 8 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 will be marked. Clearly cross out ALL work you do NOT want to be marked.

INSTRUCTIONS AND INFORMATION

1. Answer ALL the questions in SECTION A.
 2. Answer any THREE questions in SECTION B.
 3. Read ALL the questions carefully.
 4. Number the answers according to the numbering system used in this question paper.
 5. Draw a line after each question.
 6. Write neatly and legibly.
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SECTION A (COMPULSORY)**QUESTION 1**

- 1.1 Give ONE term for each of the following descriptions by choosing a term from the list below. Write only the term next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

quota sampling; median; editing; cross tabulation; ratio; codebook;
 sample; census; mean; target population; systematic sampling;
 parameter; nonprobability; dependence

- 1.1.1 Involves a complete analysis of the elements of a population
- 1.1.2 Review and screening of questionnaires for the sake of precision and accuracy
- 1.1.3 Contains necessary information about variables in the data as well as coding instructions
- 1.1.4 A sample is chosen by selecting a random starting point and then picking every element in succession from the sampling frame
- 1.1.5 Sampling method which can be seen as a two-stage restricted judgemental sampling
- 1.1.6 Statistic obtained by adding all the elements in a set and dividing it by the number of elements
- 1.1.7 Measurement scale which can identify and rank objects, and compare differences
- 1.1.8 Method for the choice-of-analysis method which is appropriate when one or more variables can be identified as dependent variables and the remaining as independent variables
- 1.1.9 Statistical technique that describes two or more variables simultaneously
- 1.1.10 Collection of elements that contains information sought by a researcher and from which conclusions will be drawn
- (10 × 2) (20)
- 1.2 Discuss the EIGHT steps of the marketing research process in the correct order. (25)
- 1.3 List FIVE external sources of secondary data. (5)
- [50]**

TOTAL SECTION A: 50

SECTION B

Answer any THREE questions in this section.

QUESTION 2

- 2.1 Give an example of each of the following types of questions with possible responses:
- 2.1.1 Dichotomous
 - 2.1.2 Open question
 - 2.1.3 Likert scale
 - 2.1.4 Measure feedback scale
 - 2.1.5 Control list
- (5 × 3) (15)
- 2.2 Discuss projective techniques as a valuable method of collecting qualitative data. (10)
- 2.3 List FIVE topics that should be covered in a training workshop for fieldworkers. (5)
- 2.4 Describe FIVE objectives of a good measuring scale. (5 × 2) (10)
- 2.5 Indicate whether the following statements are TRUE or FALSE. Write only 'True' or 'False' next to the question number (2.5.1–2.5.5) in the ANSWER BOOK.
- 2.5.1 Consumer behaviour, such as purchase occasions, can be used by a marketer as a criterion for segmentation.
 - 2.5.2 In practice there are three levels of forecasting, namely economic, industrial and company forecasting.
 - 2.5.3 The Delphi method of qualitative forecasting allows participants to change their minds.
 - 2.5.4 Use of the income-elasticity coefficient in forecasting is based on the assumption that only income will influence the demand for a product.
 - 2.5.5 Requisition analysis implies market research with the specific purpose of determining demand in the market.
- (5 × 2) (10)
- [50]**

QUESTION 3

- 3.1 Choose the correct term from those given in brackets. Write only the term next to the question number (3.1.1–3.1.5) in the ANSWER BOOK.
- 3.1.1 Market research about consumer reaction and behaviour towards a product takes place in the (introductory/growth) phase of the product life cycle.
- 3.1.2 The impact of decisions made by decision makers becomes the focus for market research during the (mature/declining) phase of the product life cycle.
- 3.1.3 Market research focuses on slow sales and support services during the (growth/mature) phase of the product life cycle.
- 3.1.4 During the growth phase of the product life cycle the main focus of market research will be on (competition/promotion).
- 3.1.5 The four marketing-mix elements are the focus of market research during the (introductory/declining) phase of the product life cycle. (5 × 2) (10)
- 3.2 A market researcher can analyse past sales to give an indication of how product sales will perform in future.
Briefly explain FOUR methods to analyse sales. (4 × 2) (8)
- 3.3 Several potential errors can affect a research design.
Give a short description and an example of the errors that can be made by interviewers and indicate how each error could be minimised. (3 × 3) (9)
- 3.4 Test marketing is a controlled experiment done in limited, but carefully selected, parts of the marketplace called test markets.
- 3.4.1 List the steps in test marketing. (8)
- 3.4.2 List FIVE criteria that will be applicable when selecting a test market. (5)
- 3.5 The description of what should be included in a methodology is very important since it indicates the validity and reliability of the research findings.
Briefly describe FIVE items that should be included in the methodology of a research report. (5 × 2) (10)
- [50]**

QUESTION 4

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

4.2 In many cases a sample is better than a census.

Explain, under each of the following headings, why it is often better to use a sample rather than a census:

4.2.1 Time

4.2.2 Budget

4.2.3 Errors

4.2.4 Size

4.2.5 Secrecy

(5 × 2) (10)

4.3 Indicate whether the following statements are TRUE or FALSE. Write only 'True' or 'False' next to the question number (4.3.1–4.3.5) in the ANSWER BOOK.

4.3.1 MIS is an informal set of procedures that generates and stores information in a business.

4.3.2 One of the goals of DSS is to retrieve and process information fast and effectively.

4.3.3 DSS improves decision making by using models and what-if analysis.

4.3.4 MIS is relevant for solving unstructured problems and provides for user-friendly interaction.

4.3.5 Market research is an exact science as not many variables can influence a research project.

(5 × 2) (10)

4.4 Distinguish between *metric* and *nonmetric* as requirements for choice-of-analysis methods. (6 × 2) (12)

- 4.5 Observation is a method of collecting primary data where the observer does not question or communicate with those that are observed.

Briefly explain each of the following observation methods and give a relevant example:

4.5.1 Disguised observation

4.5.2 Contrived observation

4.5.3 Mechanical observation

4.5.4 Audits

(4 × 2)

(8)
[50]

QUESTION 5

- 5.1 Various options are provided as possible answers to the following questions. Choose the correct answer and write only the letter (A–D) next to the question number (5.1.1–5.1.6) in the ANSWER BOOK.

5.1.1 Which ONE of the following is a core criterion for a mission statement:

- A Must make sense
- B Offer insight
- C Recognisable
- D Who you are

5.1.2 The objective of problem-solving research:

- A Identifying problems
- B Forecasting
- C Determining business trends
- D Arriving at a solution

5.1.3 Which ONE of the following is NOT an internal source of secondary data:

- A Stock sheets
- B Sales invoices
- C Financial statements
- D Census statistics

5.1.4 Which ONE of the following is NOT descriptive of panels:

- A Maintained by syndicated firms
- B Provide information over an extended period of time
- C Popular means of obtaining data from retailers and wholesalers
- D Semipermanent sample

5.1.5	Which ONE of the following observation methods allows for mechanical information collection regarding consumer purchases:		
	A Audits		
	B Audiometer		
	C Optical scanner		
	D Psychogalvanometer		
5.1.6	Which ONE of the following is NOT an advantage of judgemental sampling:		
	A Low cost		
	B Convenient		
	C Not time-consuming		
	D Subjective		
		(6 × 2)	(12)
5.2	Describe FOUR factors that can be used to evaluate secondary data.	(4 × 2)	(8)
5.3	Describe FIVE important considerations when the researcher decides on the layout and reproduction of a questionnaire.		(5)
5.4	Distinguish between THREE research designs found in marketing research.	(3 × 3)	(9)
5.5	Sampling methods are classified as nonprobability or probability sampling. Name FOUR probability sampling methods and give a short description of each.	(4 × 3)	(12)
5.6	Name FOUR types of reports that can be used to express information and ideas in writing.		(4)
			[50]
		TOTAL SECTION B:	150
		GRAND TOTAL:	200