



# higher education & training

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

N1100(E)(J4)H

**NATIONAL CERTIFICATE**

**MARKETING RESEARCH N6**

(4030086)

**4 June 2019 (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

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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. This question paper consists of TWO sections:  
  
SECTION A: 50 marks  
SECTION B: 150 marks  
GRAND TOTAL: 200 marks
  2. Answer ALL the questions in SECTION A.
  3. Answer any THREE of the four questions in SECTION B.
  4. Read ALL the questions carefully.
  5. Number the answers according to the numbering system used in this question paper.
  6. Draw a line below each question.
  7. Write neatly and legibly.
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**SECTION A**





Answer ALL the questions in SECTION A.

**QUESTION 1**

- 1.1 Choose a description from COLUMN B that matches a term in COLUMN A. Write only the letter (A–L) next to the question number (1.1.1–1.1.10) in the ANSWER BOOK. 

	<b>COLUMN A</b>	<b>COLUMN B</b>
	1.1.1 Snowball sampling	A can be seen as a two-stage restricted judgemental sampling
	1.1.2 Judgemental sampling	B a two-step process in which the population is divided into strata
	1.1.3 Sampling errors	C drawing numbers from a hat
	1.1.4 Precision	D respondents are selected based on referrals
	1.1.5 Systematic sampling	E the researcher believes that the elements are representative of the population of interest
	1.1.6 Sampling frame	F sample chosen by selecting a random starting point and then picking every element in succession
	1.1.7 Simple random sampling	G measures the spread of the data
	1.1.8 Quota sampling	H not recommended for causal or descriptive research
	1.1.9 Convenience sampling	I representation of the elements of the target population
	1.1.10 Stratified sampling	J a statement in which no difference or effect is expected
		 K must be limited as far as possible
		L the level of uncertainty about the characteristics being measured




(10 × 1) (10)

- 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 (1.2.1–1.2.10) in the ANSWER BOOK. 
-  1.2.1 In contrived observations, respondents' behaviour is observed in an artificial way.
- 1.2.2 A nominal scale is a ranking scale.
- 1.2.3 The 'Smart Shopper' database at Pick 'n Pay is an example of a sampling frame.
- 1.2.4 Consumer panels are a popular method to collect data from retailers and wholesalers.
- 1.2.5 Experiments in market research are difficult to execute.
- 1.2.6 Non-profitable organisations can also make use of market research.
- 1.2.7 A letter of complaint is an external source of secondary data.
- 1.2.8 Tabulation is the coding of responses from respondents.
- 1.2.9 An in-depth interview is a structured way of obtaining information. 
- 1.2.10 A marketing research company will deliver customised services in which they will only collect information for various businesses. (10 × 1) (10)
- 1.3 The steps in the marketing research process are implemented to effectively identify and solve marketing problems and assist management in decision making.
- 1.3.1 Write down the steps of the marketing research process in the correct order. (8)
- 1.3.2 State FIVE environmental factors that should be considered when defining the market research problem.  (5)
- 1.3.3 Explain the term *hypothesis*. (3)
- 1.3.4 Distinguish between TWO types of data that are usually chosen to address the research problem. (5)
- 1.3.5 State FOUR activities that will take place during data preparation and analysis. (4)
- 1.3.6 Briefly explain why the research report and its presentation are such important aspects of the marketing research project. (5)
- [50]**
- TOTAL SECTION A: 50**



**SECTION B**

Answer any THREE of the four questions in SECTION B.


**QUESTION 2**


- 2.1 The focus group is one of the qualitative research methods that can be used by the researcher to collect primary data.
- 2.1.1 Define *focus group*.  (4)
- 2.1.2 State the main purpose of this method. (3)
- 2.1.3 Distinguish between the focus group and the in-depth interview. (3)
- 2.2 Describe the different market research activities that take place during the introductory phase of the product life cycle. (10)
- 2.3 Explain how the researcher can edit unsatisfactory responses when reviewing the questionnaires during the data preparation process. (9)
- 2.4 A questionnaire must translate the information needed into a set of specific questions.
- State FIVE factors that are important regarding the layout and reproduction of a questionnaire. (5 × 2) (10)
- 2.5 A researcher can research past sales analysis.
- Give a brief description of the following methods of sales analysis:
-  2.5.1 Market-factor-derivation
- 2.5.2 Customer analysis (2 × 3) (6)
- 2.6 Problem-solving research is conducted to arrive at a solution.
-  Name FIVE areas of problem-solving research. (5)
- [50]**

**QUESTION 3**



- 3.1 External firms can be appointed by organisations to do market research.  
  
 State THREE different services that can be provided by full-service suppliers. (6)
- 3.2 The findings of the results in a survey depend on how well it was measured.  
 Name and briefly explain SIX objectives of a good measuring scale. (6 × 2) (12)
- 3.3 Distinguish between the following methods of observation and give relevant examples:
- 3.3.1 Structured and unstructured
- 3.3.2 Natural and contrived (2 × 4) (8)
- 3.4 A questionnaire is a formalised set of questions for obtaining information from respondents.
- 3.4.1 State the EIGHT steps for designing a good questionnaire in the correct order.  (8)
- 3.4.2 Discuss Step 3 that you mentioned in QUESTION 3.4.1. (8)
- 3.5 The methodology of the research report gives an indication of the validity and reliability of the research findings.  
 State EIGHT items that should be included in the methodology. (8)
- [50]**

**QUESTION 4**

- 4.1 The planned national marketing programme is duplicated in the selected test markets and sales are monitored so that an appropriate national marketing strategy can be identified.
- 4.1.1 State the steps in test marketing in the correct order. (8)
-  4.1.2 State FIVE factors influencing the selection of representative test areas. (5)
- 4.1.3 State TWO aspects that will influence the time frame of the test. (2)
- 4.2 Write a summary of the topics that will be covered during the training of fieldworkers. (5 × 3) (15)

- 4.3 Marketing managers make strategic and tactical decisions in the process of identifying and satisfying customer needs.  
 Discuss the role of marketing research in the decision-making process. (6 × 2) (12)
- 4.4 Discuss the importance of objectivity when writing the marketing research report. (4 × 2) (8)
- [50]**

## QUESTION 5

- 5.1 Distinguish, with relevant examples, between the following requirements for the choice of analysis methods:
- 5.1.1 Metric and nonmetric 
- 5.1.2 Parametric and nonparametric (2 × 6) (12)
- 5.2 Describe the different market research activities that take place during the growth phase of the product life cycle. (5 × 2) (10)
- 5.3 Response errors arise when respondents give inaccurate answers or their answers are miss-recorded or not correctly analysed.  
 Discuss THREE errors made by researchers and indicate in your discussion how the errors can be minimised. (3 × 3) (9)
- 5.4 Explain the following quantitative methods of forecasting:
- 5.4.1 Leading series method
- 5.4.2 Input-output analysis  (2 × 2) (4)
- 5.5 Name and briefly describe the different research designs in marketing research. (9)
- 5.6 State SIX benefits of marketing research. (6)
- [50]**

**TOTAL SECTION B: 150**  
**GRAND TOTAL: 200**