



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE MARKETING RESEARCH N6

(4030086)

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This question paper consists of 7 pages.

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

INSTRUCTIONS AND INFORMATION

1. Answer all the questions.
 2. Read all the questions carefully.
 3. Number the answers according to the numbering system used in this question paper.
 4. Draw a line after completion of each question.
 5. Use only a black or blue pen.
 6. Write neatly and legibly.
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QUESTION 1

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

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

(10 × 1) (10)

- 1.2 In many cases a sample is better than a census.
Explain why it is often better to use sampling rather than a census under the following headings:
- 1.2.1 Time
 - 1.2.2 Budget
 - 1.2.3 Errors
 - 1.2.4 Size
 - 1.2.5 Secrecy
- (5 × 2) (10)
- 1.3 Describe FIVE different market research activities that take place during the introductory phase of the product life cycle. (5 × 2) (10)
- 1.4 Market forecasting is the methods used by management to collect information to assess the market's probable development.
Name and give a brief description of FOUR quantitative methods of forecasting. (4 × 2) (8)
- 1.5 Name and explain THREE research designs that can be found in marketing research. (3 × 2) (6)
- 1.6 Name and explain THREE factors that can be used to evaluate secondary data. (3 × 2) (6)
- [50]**

QUESTION 2

- 2.1 Test marketing is a controlled experiment done in limited, carefully selected test markets.
- 2.1.1 What is the main objective of test marketing? (2)
 - 2.1.2 State the EIGHT steps of test marketing in the correct order. (8)
- 2.2 Discuss the role of the confidence interval in the processing of data. (5 × 2) (10)
- 2.3 The marketing concept consists of four principles – consumer, objective, system and social.
Discuss the role that marketing research plays in the marketing concept. (5 × 2) (10)




- 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 the questionnaire. (5 × 2) (10)
- 2.5 Indicate whether the following statements are TRUE or FALSE by only writing 'True' or 'False' next to the question number (2.5.1–2.5.5) in the ANSWER BOOK.
- 2.5.1 A market research firm will deliver customised services in which they will collect information for various businesses.
- 2.5.2 Judgemental sampling is a form of convenience sampling.
- 2.5.3 A nominal scale is a ranking scale.
- 2.5.4 Tabulation is the review of the questionnaire.
- 2.5.5 Consumer panels are a popular means for collecting data from retailers and wholesalers. (5 × 2) (10) **[50]**

QUESTION 3

- 3.1 Choose ONE term from the list below for each of the following descriptions and write it next to the question number (3.1.1–3.1.10) in the ANSWER BOOK.

quota sampling; median; editing; cross tabulation; code book; sample; census; mean; target population; systematic sampling; parameter; non-probability; dependence; ratio

- 3.1.1 Involves a complete analysis of the elements of a population.
- 3.1.2 Review and screening of questionnaires for the sake of precision and accuracy.
- 3.1.3 Contains necessary information about variables in the data as well as coding instructions.
- 3.1.4 Sample is chosen by selecting a random starting point and then picking every element in succession from the sampling frame.
- 3.1.5 This sampling method can be seen as a two-stage restricted judgemental sampling.
- 3.1.6 This statistic is obtained by adding all the elements in a set and dividing it by the number of elements.

- 3.1.7 This measurement scale can identify and rank objects and compare differences. 
- 3.1.8 This method for the choice of the analysis method, is appropriate when one or more variable can be identified as dependent variables and the remaining as independent variables.
- 3.1.9 This statistical technique describes two or more variables simultaneously.
- 3.1.10 The collection of elements of which the information was sought by the researcher and from which conclusions will be drawn. (10 × 1) (10)
- 3.2 The researcher must give the fieldworkers clear instructions on conducting interviews.
State EIGHT instructions that can serve as guidelines for fieldworkers. (8)
- 3.3 The researcher must determine which types of questions will be used for the questionnaire. 
Name FOUR types of structured questions and give an example of each by writing the question as well as the possible response/s. (4 × 3) (12)
- 3.4 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)
- 3.5 Analyse the following guidelines when writing a report:
- 3.5.1 Terse
- 3.5.2 Objectivity
- 3.5.3 Readers 
- 3.5.4 Appearance (4 × 3) (12)
- [50]**

QUESTION 4

- 4.1 The steps in the marketing research process are implemented to effectively identify and solve marketing problems and assist management in decision making.
- 4.1.1 State the EIGHT steps of the marketing research process in the correct order. (8)
- 4.1.2 Discuss in detail the defining of the marketing research problem. (10)
- 4.1.3 Briefly explain data collection and sample design. (5)
- 4.2 Give SIX reasons why the report and its presentation are such important aspects of the marketing research project. (6)
- 4.3 Briefly explain TWO techniques that could be helpful during the case study technique of the research process. (2 × 2) (4)
- 4.4 Distinguish between TWO types of data that are usually chosen to address the research problem. (5)
- 4.5 Name SIX activities that will take place during the data preparation and analysis of the research process. (6)
- 4.6 Complete each of the sentences in the following paragraph by choosing a word from the list below. Words may be used more than once. Write only the answer next to the question number (4.6.1–4.6.6) in the ANSWER BOOK.

information; empirical; hypothesis; characteristic; variable; problem; statement; symptom; questions

The (4.6.1) ... is often regarded as a possible answer to the research question. It may be a tentative (4.6.2) ... about relationships or propositions rather than merely (4.6.3) ... to which answers are sought. The (4.6.4) ... schedule is used to determine which (4.6.5) ... is the best one for solving the problem. Information must be based on (4.6.6) ... evidence or objectives.

(6)
[50]

TOTAL: 200