higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

NOVEMBER EXAMINATION

MARKETING RESEARCH N6

23 NOVEMBER 2016

This marking guideline consists of 9 pages.

SECTION A

QUESTION 1

1.1 Step 1: Define the marketing research problem

- Determine what information is needed and how to collect.
- Describe general problem and specific components.
- Offers opportunity, must understand influence of environmental factors.
- Including past forecasts, resources & constraints, objective, buyer behaviour, legal environment, economic environment, marketing & technology skills.
- Distinguish between symptom and problem, problem exist where no clear-cut answer.
- Important to gather as much information about the problem as possible.

Step 2: Preliminary research (desk research)

- Additional insights into problem are developed.
- Helps to define the problem more precisely.
- Helps to establish the area of the investigation.
- Information collected from management, staff and others who have knowledge about the problem.
- Case studies and simulation techniques can be used.
- Can also be a situation analysis in the form of a marketing audit.

Step 3: Hypothesis development

- Unproven statement or proposition about a phenomenon of interest.
- Hypothesis indicates a possible answer to the research problem.
- Statements of relationships or propositions rather than questions.
- State different hypothesis for each sub-problem.
- Use all available information to test each hypothesis.
- Sources for development of hypothesis include previous research, psychology/marketing discipline, and management experience.

Step 4: Expansion of the information schedule

- What information is needed and sources available.
- Gain more information on the hypotheses.
- Information schedule for each hypothesis should be developed.
- Information schedule must be based on empirical evidence.
- Consider variables that can influence hypotheses.
- Researcher limits scope of the investigation.

Step 5: Identify and choose sources of information

- Researcher should make use of secondary data first.
- Secondary data was collected for another purpose / data that already exist.
- Only after investigating secondary data sources, should primary data be collected.
- Primary data is originated by the researcher for specific purpose of addressing a research problem at hand.

Step 6: Data collection and sample design

- Decision of information that is required must be based directly on problem.
- Obtain all required information, do not include unnecessary information.
- Determine where, type of design, aims, and underlying aspects of respondents.
- Choose method of collection (survey/experimentation/observation) and train fieldworkers.

Step 7: Data preparation and analysis

- Questionnaire checking, editing, coding, transcribing, data cleaning, tabulation, select data analysis strategy, statistical processing.

Step 8: Report of findings

- Only tangible product of the research.
- Documentary evidence, historical record.
- Guides management decisions.
- Evaluate quality of entire project on quality of report.
- Must be done with precision, neat and presentable.

1 mark for each step in the correct order = 8
1 mark per fact, maximum of 4 marks per step = 32 (40)

1.2 MARKETING RESEARCH IN THE MARKETING CONCEPT

- To conduct studies to determine what consumers want before any decision making.
- To supply the marketing manager with information and feedback.
- To supply, collect, record and analyse data to clarify inadequacies/shortcomings in management decisions.
- To determine how the customer's needs could be satisfied.
- To analyse collected information and find previously unnoticed opportunities and problems. (5 × 2) (10)

TOTAL SECTION A : 50

SECTION B

ANSWER ANY THREE QUESTIONS

QUESTION 2

2.1 Examples are given, but Marker must please apply subject knowledge and discretion. If the example given by the student is relevant, please mark accordingly

2.1.1 How do you evaluate the service rendered at the guest house?
Excellent Good Average Poor (4)

2.1.2 Did you attend the marketing research workshop?
Yes No (3)

2.1.3 Smoking causes health problems.
Please indicate how strongly you agree or disagree with this statement.

1. Strongly disagree
2. Disagree
3. Neither disagree or agree
4. Agree
5. Strongly agree (4)

2.1.4 State your income per month:
(R2000 - R3500) (R3500 – R5000) (R5000 – R7500) (3)

2.1.5 What is your opinion about the new menu at the campus cafeteria? (2)

2.1.6 Which of the following items did you purchase at this store during the past week? Please check as many as applicable:
Bread Milk Vegetables Fruit Toiletries Cleaning materials (4)

2.2
- The sample must relate to the problem definition.
- The sample must represent the population for whom the study is conducted.
- A sample tested under the same conditions must produce the same results.
- The sample value must be accurate.
- Sampling errors must be limited as far as possible.
- Sampling frame must be applicable to identification of target population.
- Sampling size must reflect proper ratio in relation to population.
- Sampling method must be applicable to study. (Any 5 × 2) (10)

2.3 2.3.1 True
2.3.2 False
2.3.3 False
2.3.4 True
2.3.5 True

(5 × 2) (10)

2.4 In-depth interview: Direct,√ personal interview√ with single respondent (one-on-one)√ probed by highly skilled interviewer√ to uncover underlying motivation, beliefs, attitudes and feelings on a topic.√√
Through probing√ interviewer uncover underlying motivation, beliefs and feelings.√
In in-depth interviews questions follow on the respondent's answers.√√ (10)
[50]

QUESTION 3

3.1 3.1.1 Measurement error: The variation between the information sought and the information generated by the measurement process. A proper measurement instrument must be developed to minimise this error.

3.1.2 Data analysis error: Occurs while raw data from questionnaires are transformed into research findings. Modern data analysis programs software should be used to minimise this error.

3.1.3 Population definition error: There is a variation between the actual population relevant to the problem at hand and the population as defined by the researcher. To minimise this error the researcher should define the population as early as possible in the research project.

3.1.4 Sampling frame error: Variation between the populations define by the researcher and the population as implied by the sampling frame used. To minimise this error a proper sampling frame should be used.

3.1.5 Surrogate information error: The variation between the information needed for the problem at hand and the information sought by the researcher. To minimise this error the researcher must spend enough time in defining the marketing research problem as this will indicate the information needed.

(5 × 3) (15)

3.2
- Simple random: sample is drawn from a sampling frame where each element in the population has a known and equal chance of selection e.g. drawing numbers from a hat.
- Systematic: sample is chosen by selecting a random starting point and then picking every element in succession from the sampling frame e.g. picking every third number starting from 0.
- Stratified: two-step process where population is divided into sub-population or strata, then elements are selected randomly from each stratum
- Cluster: target population is first divided into sub-populations or clusters, then a random sample of clusters is selected. (8)

3.3 3.3.1 objective

3.3.2 retailers

3.3.3 customised

3.3.4 unstructured & indirect

3.3.5 preparation

(5 × 2) (10)

3.4 3.4.1 Editing
- Editing is the review of the questionnaires for the purpose of accuracy and precision.√ Screening takes place and unsatisfactory responses can be dealt with in the following ways√
- Questionnaires with unsatisfactory responses can be returned to the field√ where the fieldworker can contact and interview the respondent again.√
- If not possible to return the questionnaire to the field√, the editor may assign missing values to unsatisfactory responses.√
- If the previous editing methods are not feasible√, the unsatisfactory respondents are discarded and simply ignored.√ (8)

3.4.2 Coding
- Coding takes place when a code, usually a number√ is assigned to each possible response to each question√.
- Coding techniques include:
  - Coding question√
  - Code book√ (4)

3.5
- Sales analysis
- Marketing segmentation
- Market potential
- The effect of changes to the marketing mix
- Observing the competition. (5)

[50]

QUESTION 4

4.1
- Reliability: extent to which measuring scale produces consistent results if repeated measurements are made.
- Validity: extent to which differences in observed scale scores reflect true difference among objects on characteristics being measured.
- Sensitivity: the ability of measurement to indicate differences.
- Relevance: measuring scale should be relevant to the problem being solved.
- Versatile: measuring scale should have the ability to interpret statistical information.
- Ease of response: measuring scale should have the ability to assess poor interpretations of questions (6 × 2) (12)

4.2
4.2.1 False
4.2.2 True
4.2.3 False
4.2.4 True
4.2.5 False

(5 × 2) (10)

4.3
- Budget: Census is costly since the whole population is involved and it has a huge impact on the budget. Sample is small and therefore not as costly as a census.
- Time: Census covers the whole population and it takes time to complete. Sample is small/smaller and the study can be completed in a much shorter time.
- Size: Census is unrealistic because it includes the whole population for consumer products. Sample is appropriate because it represents the characteristics of the population.
- Sample errors: Because the whole population is involved there are bigger chances for sampling errors. Sample is small and chances of errors are smaller.
- Attention to individual cases: Sample is small and ideal if necessary to focus attention on individual cases e.g. in-depth interviews. Census would not be feasible if individual cases are relevant.
- Confidentiality: If the study needs to be kept secret, sampling should be favoured over a census. (Any 5 × 2) (10)

4.4
- Long-term trend (L). Indicates the effect of long-term factors on forecasting e.g. increase/decrease in population.
- Cyclical component (C). Concerned with the wave-like factors on forecasting e.g. economic factors such as recession.
- Seasonal component (S). Wave-like movements at a specific time of the year e.g. climate in different hemispheres.
- Erratic fluctuation (F). Accidental events that can not be forecast e.g. droughts, earthquakes. (4 × 2) (8)

4.5
- Field workers must be healthy as fieldwork can be strenuous and they must have stamina.
- The interviewers must be outgoing so that they can establish rapport with the respondents and relate to strangers.
- The fieldworkers must have good communication skills, effective speaking and listening skills are essential.
- Field workers must have a pleasant appearance otherwise data collected will be biased.
- Interviewers must have educated and have good reading and writing skills, in most cases a matric qualification.
- Experienced interviewers are likely to do a better job. (Any 5 × 2) (10)

[50]

QUESTION 5

5.1
5.1.1 A
5.1.2 C
5.1.3 A
5.1.4 A
5.1.5 B
5.1.6 C

(6 × 2) (12)

5.2
- The confidence interval specifies the level of precision.
- The confidence interval is the maximum permissible difference between the sample mean and the population mean.
- The confidence interval specifies the level of confidence.
- The confidence interval determines the standard deviation of the population.
- Information of the standard deviation is available from secondary sources. (5 × 2) (10)

5.3 STEPS IN TEST MARKETING *(-1 if order is incorrect)*
Step 1: Define the objectives of the market test.
Step 2: Establish the criteria for success.
Step 3: Integrate test-market with the firms marketing plan.
Step 4: Establish control.
Step 5: Select representative test areas.
Step 6: Decide on the number of test markets.
Step 7: Establish the timeframe for the test.
Step 8: Evaluation of results. (8)

5.4
- Guides managers in decision making.
- Enhances decision making.
- Contributes to formulation of sensible policies.
- Removes uncertainty by providing correct or accurate information.
- Identifies possible problems or opportunities.
- Used as a basis to provide evidence. (Any 5 × 2) (10)

5.5 Report should be written for specific readers, taking their educational level, circumstances and use of report into account.
- The report must be logically structured and clearly written, inherent connections and links must be easy to see.
- The report must have a presentable and professional appearance, edited and proofread, printed on quality paper and properly bound.
- Objectivity should guide the report writing, must present results and conclusions accurately, tell it as it is!
- Text must be reinforced with tables and graphs, visual aids can add to the clarity and impact of the report.
- Report must be terse and concise, anything unnecessary must be omitted.

(Any 5 × 2) (10)
[50]

TOTAL SECTION B : 150
GRAND TOTAL: 200