



higher education & training

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NATIONAL CERTIFICATE

MARKETING RESEARCH N6

(4030086)

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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. Clearly cross out all work you do not want to be marked.

INSTRUCTIONS AND INFORMATION

1. SECTION A is COMPULSORY.
 2. Answer only 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 on completion of each question.
 6. Write neatly and legibly.
-

SECTION A (COMPULSORY)**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 (1.1.1–2.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.1.1	Null hypothesis	A	a unit containing the element that is available for selection at some stage of the sampling process
1.1.2	Editing	B	the number of elements that will be included in the research study
1.1.3	Range	C	review of the questionnaire to increase accuracy and precision
1.1.4	Non-metric data	D	codes are assigned before fieldwork is conducted
1.1.5	Reliability	E	single tabulation
1.1.6	Sampling unit	F	the middle value of a sample
1.1.7	Median	G	measures the spread of the data
1.1.8	Sample size	H	descriptive in nature, e.g. 'agree' or 'disagree'
1.1.9	Pre-coding	I	the extent to which a scale produces consistent results
1.1.10	Frequency distribution	J	a statement in which no difference or effect is expected
		K	alternative hypothesis
		L	variance

(10 × 2)

(20)

1.2 Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.2.1–1.2.10) in the ANSWER BOOK.

1.2.1 The manager of a coffee shop who wants to know more about the customers and their preferences can make use of a ... research design:

- A exploratory
- B descriptive
- C causal
- D ALL of the above

1.2.2 ... is NOT a method to forecast future sales.

- A Customer analysis
- B Market factor derivation
- C Surveys of buyers
- D Market segmentation

1.2.3 Secondary data is evaluated for accuracy according to the ...

- A methodology used.
- B accuracy of data.
- C content of data.
- D ALL of the above

1.2.4 ... is NOT an external source of secondary data.

- A Stock sheets
- B Publications
- C Directories
- D The internet

1.2.5 ... is NOT an objective of consumer panels.

- A Formal examination and verification of product movement carried out by examining physical records or analysing inventories
- B To record purchases of a variety of products
- C To link behavioural changes in consumers to marketing variables
- D To collect data that enables researchers to examine changes in the behaviour of individuals

- 1.2.6 ... is a technique used to determine customer potential and to question customers about whether they will purchase a product.
- A Test marketing
 - B Surveys of buyers
 - C Forecasting
 - D Observation
- 1.2.7 A population is defined as ...
- A the object about which or from which the information is desired.
 - B the involvement of a complete enumeration of the elements of a population.
 - C the aggregate of all the elements that share some common characteristics and that comprise the universe for the marketing research problem.
 - D a subgroup that is available for selection at some stage of the sample process.
- 1.2.8 ... will NOT be determined by product research.
- A The basis for market segmentation
 - B Optimal product design
 - C Brand selection
 - D Attitudes of channel members
- 1.2.9 ... is NOT a guideline to help increase respondent co-operation in answering questions in a questionnaire.
- A Putting sensitive questions at the end of the questionnaire
 - B Asking questions using the third person technique
 - C Prefacing questions with a statement
 - D Asking specific questions, for example: How old are you?
- 1.2.10 An advantage of an audit is that it can ...
- A determine the size of the total market.
 - B determine brand shares and competitive activities.
 - C analyse distribution problems.
 - D ALL of the above

(10 × 2) (20)

- 1.3 Complete the following sentences by using the words provided in the list below. Write only the word) next to the question number (1.3.1–1.3.10) in the ANSWER BOOK

exploratory; descriptive; procedures; effect; information; questionnaire
hypothesis; causal; cause; framework; approach; solve; analysis

Research design is a (1.3.1) ... for conducting the research project. It details the procedures necessary for obtaining the (1.3.2) ... needed to structure or (1.3.3) ... the marketing research problem. There are different research designs in marketing research. If the researcher needs to describe the characteristics of relevant groups, or make specific predictions, (1.3.4) ... research would be applicable. If the researcher has to collect evidence of (1.3.5) ... relationships, it is important to understand which variables is the (1.3.6) ... and which variables is the (1.3.7) ... of a phenomenon. If the researcher does not have enough understanding to proceed with a research project, (1.3.8) ... research would prove valuable in providing insight. This type of research design is also applicable to the development of (1.3.9) ... and to develop an (1.3.10) ... to the marketing research problem.

(10 × 1) (10)
[50]

TOTAL SECTION A: 50

SECTION B

Answer ANY THREE questions in this section.

QUESTION 2

- 2.1 The confidence interval is the range into which the true population parameter will fall assuming a given level of confidence.

Indicate the role of the confidence interval in data processing. (10)

- 2.2 The marketing concept consists of four principles: consumer, objective, system and social.

Discuss the role that marketing research plays in the marketing concept. (10)

- 2.3 Describe the following steps in the marketing research process:

2.3.1 Define the marketing research problem

2.3.2 Data preparation and analysis

2.3.3 Report

(3 × 6) (18)

2.4 A researcher can research past sales analysis.

Give a brief description of THREE methods of sales analysis. (6)

2.5 Primary data are applicable to two types of research: quantitative and qualitative research.

Redraw the table below in your ANSWER BOOK and use it to distinguish between quantitative and qualitative research.

	QUALITATIVE	QUANTITATIVE
Outcome		
Data collection		
Data analysis		

(3 × 2) (6) [50]

QUESTION 3

3.1 Sampling is one of the components of the research design.

Indicate FIVE principles and conditions for selecting a sample in marketing research. (10)

3.2 The findings of the results in a survey depend on how well it was measured.

Briefly explain SIX objectives for a good measuring scale. (12)

3.3 The survey method to collect information is based on questioning respondents.

List THREE types of personal survey methods. (3)

3.4 The SRC of your college is planning to host an entrepreneurship day. You are a member of the SRC and your portfolio is that of Marketing and Public Relations. You are instructed to draw up a questionnaire in order to collect the following information from the community:

- How many people there are per household
- Which products or services community members would be interested in
- A suitable time and date for the event
- How the community rate the idea of an entrepreneurship day
- If the community would support an entrepreneurship day

Design this questionnaire for the SRC in such a way that it makes provision for FIVE different types of questions. The questionnaire should have an introduction, content and closing. (25) [50]

QUESTION 4

- 4.1 4.1.1 List the steps of the marketing research process in the correct order. (8)
- 4.1.2 Give a brief discussion of Step 2 and Step 6. (12)
- 4.2 Explain the different marketing research activities that take place during the declining phase of the product life cycle. (10)
- 4.3 Give a short description of the following response errors and indicate how each error could be minimised:
- 4.3.1 Unwillingness error
- 4.3.2 Questioning error
- 4.3.3 Data analysis error (3 × 3) (9)
- 4.4 Management decisions are guided by the marketing research report and it serves as a historical record of the research project.
List SIX headings that should be included in the report format. (6)
- 4.5 It is important that the researcher plan the fieldwork constructively.
State FIVE guidelines for selecting fieldworkers. (5)
- [50]**

QUESTION 5

- 5.1 In marketing research, it is not the object that is measured, but some of its characteristics. Therefore, there is a need for some basic measurement scales to determine these characteristics.
- Give a brief description, with relevant examples, of each of these basic measurement scales. (12)
- 5.2 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 as well as the possible responses to the question. (12)
- 5.3 State SIX factors which are important for the evaluation of secondary data. (6)
- 5.4 5.4.1 List the steps in the sample design process in the correct order.
- 5.4.2 Provide FIVE factors that should be considered when the researcher determines the size of the sample. (2 × 5) (10)
- 5.5 One of the methods of quantitative forecasting is the time-series method.
- Briefly explain THREE behaviour patterns of the time-series method. (6)
- 5.6 List FOUR methods of non-probability sampling. (4)
- [50]**
- TOTAL SECTION B: 150**
GRAND TOTAL: 200