higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

# MARKING GUIDELINE

## NATIONAL CERTIFICATE

## MARKETING RESEARCH N6

## 17 September 2020

**This marking guideline consists of 8 pages.**

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## SECTION A (COMPULSORY)

## QUESTION 1

1.1
- Marketing research is systematic and objective.
- It involves the identification, collection, analysis and dissemination of information.
- It formulates information based on the data collected.
- It has the sole purpose of helping management with the decision-making process.
- It deals with the entire marketing mix: price, product, place and promotion.

(5 × 2) (10)

1.2
- It offers guidance to making the best decision.
- It gives clarity and removes uncertainty by giving correct/accurate information about the market and marketing environment.
- It improves the quality of decisions that managers make.
- It helps in the process of formulating policies and guidelines for management.
- It gives evidence about matters for managers to consider.
- It can show new opportunities and help to identify problem areas.

(Any 5 × 2) (10)

1.3 Step 1: Problem definition
Step 2: Preliminary investigation / Situation analysis / Desktop study
Step 3: Hypothesis development
Step 4: Schedules of appropriate information
Step 5: Choosing sources of information
Step 6: Collection of data and sample selection
Step 7: Analysis and evaluation of data
Step 8: The report (8 × 2) (16)

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1.4
- Defining the research problem is not about deciding how to solve the problem, but about determining which information will help management to solve the problem.
- If the problem is not defined properly, the research could focus on the wrong problem, leaving the real problem unsolved.
- Defining the problem determines how the research will be designed and what type of data will be collected.
- The problem definition describes the general problem and specific components or subproblems.
- To accurately define the research problem, the researcher must analyse the influence of environmental factors.
- Examples of environmental problems are resources and constraints, buyer behaviour, the legal and economic environment, and marketing and technological skills.
- The problem definition could represent an opportunity for the organisation.
- Defining the problem in detail will help the organisation to find the real reasons for the problem.
- Defining the problem in detail will assist management to make a clear distinction between a symptom and a marketing research problem.

(Any 7 × 2) (14)
**[50]**

**TOTAL SECTION A: 50**

## SECTION B

Answer only three questions in this section.

## QUESTION 2

2.1
2.1.1 MkIS
2.1.2 Audit
2.1.3 Promotional
2.1.4 Future
2.1.5 Interval
2.1.6 Unstructured
2.1.7 Projective
2.1.8 Ordinal
2.1.9 Field
2.1.10 Contrived

(10 × 2) (20)

2.2
- The sample selection must be applicable to the problem definition.
- Ensure correlation between the population size and the sample size.
- Select a sample method that suits the sample elements and the research objective.
- Ensure results are consistent when retesting the sample.
- Ensure correlation between population characteristics and sample characteristics.
- Ensure the sample frame is easy to apply.
- Consider accessibility to the elements and the population. (Any 5 × 2) (10)

2.3
- It must be large enough to produce meaningful data.
- The test area must be representative of the marketing environment in terms of media, demographics, competition and products.
- The test area must be representative with respect to consumer behaviour.
- The test area must be representative of the target population.
- The test area must not be over-tested.
- It must have normal historical development in the product class.
- It must have marketing research and suitable servers available. (Any 5 × 2) (10)

2.4
- Objectivity should guide the report writing.
- Report should accurately present the methodology, results and conclusion.
- Management is unlikely to receive with enthusiasm a report that reflects unfavourably on their judgement.
- The researcher must have the courage to present and defend the findings of the research objectively.
- The rule is to tell it like it is. (5 × 2) (10)

**[50]**

**QUESTION 3**

3.1
| | |
|---|---|
| 3.1.1 | True |
| 3.1.2 | True |
| 3.1.3 | True |
| 3.1.4 | False |
| 3.1.5 | False |
| 3.1.6 | False |
| 3.1.7 | False |
| 3.1.8 | False |
| 3.19 | False |
| 3.1.10 | True |

(10 × 2) (20)

3.2
- Exploratory research
  Used when there is uncertainty about what the problem is or what is happening in the market place.
- Descriptive research
  To create an accurate description of the variables in the problem.
- Cause-and-effect studies
  Mainly about the influence of one factor in the market and the effect that the factor has on the other variables in the same market.
- Predictive studies
  Used to forecast the future of the organisation or product. (4 × 2) (8)

3.3 Focus group
- A discussion among a group of 8–12 respondents with the aim of gathering qualitative data about consumers' reactions to a product, service or concept.
- Conducted by a trained moderator in a non-structured way.
- Unexpected findings obtained from a free-flow discussion.

In-depth interview
- An interview conducted on a one-to-one basis to collect qualitative data from an individual respondent.
- Conducted by skilled interviewer in a non-structured way.
- To uncover underlying motivation, beliefs, attitudes and feelings.

Projective technique
- A technique to extract information from respondents without making them feel pressured to respond, especially about sensitive or embarrassing topics, e.g. culture.
- In interpreting the behaviour of others, respondents indirectly project their own behaviour.
- Different projective techniques include association and completion.

(3 × 4) (12)

3.4
- Reliability
  The results must be the same if the test is repeated on the same sample after some time has passed.
- Validity
  The conclusions from the measurements indicate a true reflection of the actual population.
- Sensitivity
  The ability of a measurement scale to indicate differences.
- Versatility
  The ability of a measurement scale to interpret statistics in terms of validity and reliability.
- Response of interpretation
  The measurement scale should have the ability to measure the data despite challenges in the collection process. (5 × 2) (10)

**[50]**

**QUESTION 4**

4.1
- Deployment
  When and where will the fieldwork take place and how many fieldworkers are needed?
- Time required
  Clearly stated starting and completion times, as well as deadlines and the time it takes to complete one questionnaire.
- Supervision and management
  Fieldwork must flow smoothly without delays or other problems, and the researcher must know exactly where to find the fieldworkers when he/she needs them.
- Evaluation of performance
  Fieldworkers need to be informed of what is expected of them and which standards will be used to measure their performance and quality of work.
- Finance and budgeting
  Activities necessary for the fieldwork must be clearly defined and each activity must be assigned a cost estimate. (5 × 2) (10)

4.2
- The instructions from the client.
- The research problem's nature and complexity.
- The report's readers.
- The method and medium of the report's presentation.
- The logical flow of the discussion. (5 × 2) (10)

4.3
- Determines the level of precision in the measurement of the data collected.
- Spells out the difference allowed between the sample mean and the population mean.
- It assures the researcher that the results can be used with confidence when reporting on them.
- Determines the standard deviation of the population.
- Comes from the comparison of the standard deviation within the population and the standard deviation as measured from the sample. (5 × 2) (10)

4.1
4.4.1 K
4.4.2 D
4.4.3 J
4.4.4 A
4.4.5 C
4.4.6 G
4.4.7 I
4.4.8 B
4.4.9 L
4.4.10 E

(10 × 2) (20)
**[50]**

**QUESTION 5**

5.1 5.1.1
- Long-term trends
  Show the effect of long-term factors on forecasting, e.g. increase in population.
- Cyclical component
  Shows the wave-like factors of forecasting usually caused by economic or business cycles, e.g. the annual December and Christmas trading cycle.
- Seasonal forecasts
  Related to movements at a specific time of the year caused by seasonal conditions, e.g. summer or winter products.
- Standalone events/Erratic fluctuation
  When accidental events take place, e.g. weather or natural disasters. (4 × 2) (8)

5.1.2 Establishes a relationship between two or more variables.
One variable is caused by the other.
OR One event / trend will lead to the other. (2)

5.2 Step 1: Determine the information that the researcher needs.
Step 2: Determine the method of collecting the information.
Step 3: Determine the content of the individual questions.
Step 4: Determine which type of questions to use.
Step 5: Decide on the formulation of each question.
Step 6: Decide on the order of the questions.
Step 7: Decide on the layout and reproduction of the questionnaire.
Step 8: Pre-test the questionnaire on a small sample. (8)

5.3
- It is expensive to survey an entire population. A sample can produce the same results at a lower cost.
- It is less time consuming to survey a sample than a population.
- The number of elements in a census may be too large to be practical or possible to survey.
- Errors become more likely as the population size increases.
- It is possible to pay more attention to detail with individual cases when using a sample.
- It is possible to keep the study a secret from competitors when using a sample. (6 × 2) (12)

5.4
5.4.1 D
5.4.2 D
5.4.3 C
5.4.4 B
5.4.5 B
5.4.6 A
5.4.7 D
5.4.8 C
5.4.9 D
5.4.10 C

(10 × 2) (20)
**[50]**

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

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