



# higher education & training

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

**NATIONAL CERTIFICATE**

**MARKETING RESEARCH N6**

(4030086)

**17 September 2020 (X-paper)**  
**09:00–12:00**

**This question paper consists of 8 pages.**

062Q1B2017

**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  
SECTION B: 150  
GRAND TOTAL: 200
  2. SECTION A is COMPULSORY. Answer all questions in this section.
  3. SECTION B: Answer only THREE questions in this section.
  4. Number the answers according to the numbering system used in this question paper.
  5. Read all the questions carefully.
  6. All questions must be answered in the ANSWER BOOK.
  7. Please draw a line after each question.
  8. Read all the questions carefully.
  9. Write neatly and legibly.
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**SECTION A**

Answer all the questions in SECTION A

**QUESTION 1**

- 1.1 Give FIVE key elements of marketing research. (5 × 2) (10)
- 1.2 State FIVE benefits of marketing research.  (5 × 2) (10)
- 1.3 List the steps of the marketing research process in the correct order. (8 × 2) (16)
- 1.4 'An accurate and adequate definition of the research problem is fundamental to finding a solution for the client's problem and is the most important aspect of the marketing research process.'
- Discuss the above statement. (7 × 2) (14)



**[50]****TOTAL SECTION A: 50****SECTION B**



Answer any THREE of the four questions in SECTION B.

**QUESTION 2**


- 2.1 Complete the following sentences by choosing a word or words from the list below. Write only the answer next to the question number (2.1.1–2.1.10) in the ANSWER BOOK.



future; audit; contrived; survey; disguised; MIS; field; report; ordinal; promotional; ratio; unstructured; MkIS; interval; projective

- 2.1.1 The ... is dependent on the management information system.
- 2.1.2 The ... collection method is a popular way of obtaining data from retailers.
- 2.1.3 Problem-solving research includes ... research. 
- 2.1.4 The consequences of management decisions will become evident in the ... .
- 2.1.5 In the ... scale, the order and the exact difference between the different elements are known and the scale is pre-set.
- 2.1.6 In ... observation, the researcher observes all aspects of the phenomenon that seem relevant to the problem at hand. 


- 2.1.7 The ... technique is an unstructured, indirect form of questioning that encourages respondents to project their underlying motivations and feelings.
- 2.1.8 The ... scale is a ranking scale in which numbers are assigned to objects to indicate the relative extent to which the objects possess some characteristic. 
- 2.1.9 When doing an experiment in the ... environment, circumstances correspond closely to actual market conditions.
- 2.1.10 With ... observation, a space is created specifically for the event being observed. (10 × 2) (20)
- 2.2 Describe FIVE principles and conditions that are applicable when selecting a sample in marketing research.  (5 × 2) (10)
- 2.3 Test marketing is a controlled experiment done in limited, but carefully selected parts of the marketplace, called test markets.
- Describe FIVE criteria that will be applicable for selecting the test market. (5 × 2) (10)
- 2.4 Discuss objectivity in report writing. (5 × 2) (10)
- [50]**

### QUESTION 3




- 3.1 Indicate whether the following statements are TRUE or FALSE by writing only 'True' or 'False' next to the question number (3.1.1–3.1.10) in the ANSWER BOOK.
- 3.1.1 There are three main methods of collecting data.
- 3.1.2 Secondary data will help to test a hypothesis. 
- 3.1.3 Confidentiality is an advantage of conducting a survey.
- 3.1.4 The Likert scale type question has only two possible options as the answer.
- 3.1.5 The market is the source from which the researcher will collect data.
- 3.1.6 Population spread describes the demographic characteristics of the consumer.
- 3.1.7 Market potential is the total expected sales of a given product or service for a specific organisation over a stated period of time.

- 3.1.8 An alternative hypothesis is a statement in which no difference or effect is expected. 
- 3.1.9 The mode is usually estimated as the midpoint between two values.
- 3.1.10 A ratio scale is used to measure variables such as sales, costs and market share. (10 × 2) (20)
- 3.2 The design of the research specifies the most suitable method of doing the investigation and how data will be collected.
- Distinguish between FOUR different design types that can be found in marketing research. (4 × 2) (8) 
- 3.3 Distinguish between THREE methods to collect qualitative data and give a brief description of each. (3 × 4) (12)
- 3.4 Describe FIVE objectives of a good measuring scale. (5 × 2) (10)
- [50]**

#### QUESTION 4

- 4.1 Fieldwork follows the design and production of the questionnaire. The researcher must plan the fieldwork constructively.
- List and briefly describe FIVE tasks that the researcher needs to do for fieldwork planning. (5 × 2) (10) 
- 4.2 Identify the factors that will influence the structure of the research report. (5 × 2) (10)
- 4.3 The researcher must have confidence in the information that is used to report on and be able to substantiate research findings.
- Discuss the role of the confidence interval in data processing. (5 × 2) (10)




- 4.4 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–L) next to the question number (4.4.1–4.4.10) in the ANSWER BOOK.

COLUMN A		COLUMN B	
4.4.1	Mainly used to test cause and effect, or the 'what if' scenario.	A	product research
4.4.2	Data that helps the researcher to understand the underlying reasons for consumers' behaviour.	B	sales force composite
4.4.3	A method motivating respondents to expand, clarify or explain their answers.	C	CAPI 
4.4.4	Determines the optimal product design.	D	qualitative data
4.4.5	Respondents sit at a computer and use the keyboard or mouse to fill in questionnaires themselves. 	E	executive summary
4.4.6	Data collection is structured and statistical processes applied during data analysis.	F	secondary data
4.4.7	Managers send a message to the consumer about the organisation's offering.	G	quantitative data
4.4.8	Use the knowledge and opinions of the organisation's salespeople as a source of information.	H	internal secondary data
4.4.9	The price of the product is changed to see whether the consumer will buy more of the product at the new price. 	I	marketing
4.4.10	Include the main findings of the research.	J	probing
		K	experimentation
		L	test marketing

(20)  
[50]

**QUESTION 5**

- 5.1 Market forecasting is the method management uses to collect information to assess the market's probable development.
- 5.1.1 Describe the most important behaviour patterns of the time-series method. (4 × 2) (8)
- 5.1.2 Briefly explain the leading series method. (2)
- 5.2 Write down the steps in the questionnaire design process in the correct order. (8)
- 5.3 Explain the benefits of a sample compared to a census, when doing marketing research. (6 × 2) (12)
- 5.4 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 (5.4.1–5.4.10) in the ANSWER BOOK.
- 5.4.1 An example of convenience sampling is ...
- A members of a club or social group.
  - B shoppers at a specific location.
  - C residents of a specific town or area.
  - D All of the above.
- 5.4.2 Which one of the following is NOT a criterion for selecting fieldworkers?
- A Need to be in good health.
  - B Be able to relate to different types of people.
  - C Have good communication skills.
  - D Have a tertiary qualification.
- 5.4.3 Identify TWO techniques that will be helpful during the collection of qualitative data.
- A Case studies and customer analysis.
  - B Measurement and scaling.
  - C Completion and association.
  - D Simulation and case studies.
- 5.4.4 Which of the following is an example of a government source of secondary data?
- A Ipsos Markinor (Pty) Ltd
  - B Statistics South Africa
  - C BMi Research
  - D National Association of Automobile Manufacturers of SA

- 5.4.5 Which one of the following questions does marketing research aim to answer during the introductory phase of the product life cycle?
- A Are there any threats from competitors in the market?
  - B Do consumers like the marketing methods and packaging?
  - C How strong is the product in the market?
  - D Are promotion strategies still effective? 
- 5.4.6 Identify the description that does NOT fit an in-depth interview.
- A A trained moderator conducts and controls the discussion.
  - B It can be time consuming.
  - C It is not structured and does not have a fixed set of questions.
  - D It has an outline that allows the researcher to probe the respondent.
- 5.4.7 Which ONE of the following is NOT an example of sales analysis?
- A Buyer's intention survey
  - B Analysis of the customer
  - C Market factor derivation 
  - D Test markets
- 5.4.8 Suppose a series is made of the numbers 2, 4, 4, 6, 7, 9, 10.
- Which one would be the median?
- A 10
  - B 4
  - C 6
  - D 42
- 5.4.9 Identify the item that will NOT be included in the title page of the research report.
- A Date of publication
  - B Main theme of the report
  - C Name of the research company 
  - D Research instruction
- 5.4.10 This type of question guides the respondent to select an answer or answers from a list of options.
- A Likert scale question
  - B Measure feedback question
  - C Multiple-choice question
  - D Dichotomous question

(10 × 2) (20)  
[50]

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