



# higher education & training

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

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**NOVEMBER EXAMINATION**

**NATIONAL CERTIFICATE**

**MARKETING RESEARCH N6**

(4030086)

**23 November 2016 (X-Paper)**

**09:00–12:00**

**This question paper consists of 7 pages.**

**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 of questions will be marked. All work you do not want to be marked, must be clearly crossed out.

**INSTRUCTIONS AND INFORMATION**

1. This question paper consists of TWO sections:  
  
SECTION A: 50  
SECTION B: 150
  2. Read ALL the questions carefully.
  3. Number the answers according to the numbering system used in this question paper.
  4. ALL questions are answered in the ANSWER BOOK.
  5. SECTION A is COMPULSORY.
  6. SECTION B: Answer only THREE questions in this section.
  7. Please draw a line after each question.
  8. Write neatly and legibly.
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**SECTION A: (COMPULSORY)****QUESTION 1**

- 1.1 Discuss the EIGHT steps of the marketing research process in the correct order. (40)
- 1.2 Explain the role of marketing research in the marketing concept. (10)

**TOTAL SECTION A: 50**

**SECTION B**

ANSWER ANY THREE QUESTIONS IN THIS SECTION

**QUESTION 2**

- 2.1 During the design of the questionnaire, different types of questions can be used. Give an example of each of the following types of questions. State the question as well as the possible responses.
- 2.1 2.1.1 Measure feedback scale
- 2.1.2 Dichotomous
- 2.1.3 Likert scale
- 2.1.4 Control list
- 2.1.5 Open ended
- 2.1.6 Multiple choice (20)
- 2.2 Describe FIVE principles and conditions that are applicable when selecting a sample in marketing research. (10)
- 2.3 Indicate whether the following statements are TRUE or FALSE. Write only 'true' or 'false' next to the question number (2.3.1 – 2.3.5) in the ANSWER BOOK.
- 2.3.1 Inability errors result from the respondent's unwillingness to provide accurate information.
- 2.3.2 A parameter is a summary description of a characteristic of the sample or measures of the sample.
- 2.3.3 Frequency distribution is a statistical technique which describes two or more variables simultaneously.

- 2.3.4 A good measuring scale should be sensitive, meaning it must indicate differences.
- 2.3.5 In cluster sampling the target population is first divided into mutually exclusive sub-populations

(5 × 2) (10)

- 2.4 Define *in-depth interview* and outline the purpose and value of this qualitative technique to collect primary data.

(10)  
[50]**QUESTION 3**

- 3.1 Several potential sources of error can affect a research design. Distinguish between the following response errors made by researchers, and give a short description of each. Also indicate how the error could be minimised.

- 3.1.1 Measurement error
- 3.1.2 Data analysis error
- 3.1.3 Population definition error
- 3.1.4 Sampling frame error
- 3.1.5 Surrogate information error

(15)

- 3.2 Identify FOUR probability sampling methods and give a short description of each.

(8)

- 3.3 Choose the CORRECT WORD/S from the brackets and write it down next to the question number (3.3.1 – 3.3.5) in the ANSWER BOOK.

- 3.3.1 Marketing research is a systematic (objective / subjective) process.
- 3.3.2 An audit is a popular means of obtaining data from (retailers / consumers).
- 3.3.3 When the client's specific requirements are addressed in research, it is known as (standardised / customised) services.
- 3.3.4 Projective technique is an/a (unstructured & indirect / structured & direct) form of questioning.
- 3.3.5 Assigning a number for every possible response to each question is part of the (preparation / analysis ) of data

(5 × 2) (10)

- 3.4 Data preparation is done as soon as the first batch of questionnaires is received from the field. Discuss the process of data preparation under the following headings:
- 3.4.1 Editing (8)
- 3.4.2 Coding (4)
- 3.5 The demand for services and products vary and businesses must have knowledge of the market. List FIVE sources where information about the market can be obtained. (5)  
**[50]**

#### QUESTION 4

- 4.1 Describe SIX objectives for a good measuring scale. (12)
- 4.2 Indicate whether the following statements are TRUE or FALSE. Write only 'true' or 'false' next to the question number (4.2.1 – 4.2.5) in the ANSWER BOOK.
- 4.2.1 The goals of the organisation refer to a broad statement of the will and objectives of that organisation.
- 4.2.2 Marketing research requires systematic planning at all stages of the process.
- 4.2.3 Test marketing is a controlled experiment done in an unlimited marketing environment.
- 4.2.4 Returning to the field is one method that could be used to edit unsatisfactory responses.
- 4.2.5 Gender is an example of psycho-graphic marketing segmentation. (5 × 2) (10)
- 4.3 Explain why in marketing research we prefer a sample instead of a census. (10)
- 4.4 The time-series method is a quantitative method of forecasting. Distinguish between the most important FOUR behaviour patterns of the time-series method. (8)
- 4.5 Which FIVE guidelines would you follow for selecting fieldworkers during a marketing research project? (10)  
**[50]**

**QUESTION 5**

5.1 Various options are provided as possible answers to the following questions. Choose the correct answer and write only the letter (A – D) next to the question number (5.1.1 – 5.1.6) in the ANSWER BOOK.

5.1.1 Which ONE of the following is an example of an internal secondary data source?

- A publication
- B annual report
- C directories
- D index

5.1.2 The purpose of an exploratory research design is to ...

- A describe market characteristics
- B obtain evidence of cause and effect variable relationships
- C search through a problem or situation
- D all the above mentioned

5.1.3 A disadvantage of the projection technique is that it may ...

- A be too expensive to conduct
- B yield valuable information
- C increase the validity of the response
- D be helpful to uncover underlying motives and beliefs

5.1.4 Problem solving research is undertaken to arrive at a solution. Which ONE of the following is applicable to problem solving research?

- A promotional research
- B forecasting
- C business trends research
- D trade union research

5.1.5 Which ONE of the following could be the cause for non-response from the respondents in a sample?

- A cheating
- B refusal
- C inability
- D questioning

5.1.6	Qualitative methods of forecasting rely on judgement and subjective evaluation. Which ONE of the following is NOT a qualitative forecasting method?		
	A sales force composite		
	B jury of executive opinion		
	C long-term trend		
	D Delphi method		
		(6 × 2)	(12)
5.2	Discuss the role of the confidence interval in data processing.		(10)
5.3	List the steps of test marketing in the correct order.		(8)
5.4	Describe FIVE benefits of marketing research.		(10)
5.5	Management evaluate the quality of the entire project on the quality of the report and presentation. Discuss FIVE guidelines for writing a professional marketing research report.		(10)
			<b>[50]</b>
		<b>TOTAL SECTION B:</b>	<b>150</b>
		<b>GRAND TOTAL:</b>	<b>200</b>