



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

JUNE EXAMINATION

MARKETING RESEARCH N6

12 JUNE 2013

This marking guideline consists of 11 pages.

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SECTION A

QUESTION 1

1.1

1.1.1	A	B	C	D✓
1.1.2	A✓	B	C	D
1.1.3	A	B	C	D✓
1.1.4	A	B	C	D✓
1.1.5	A	B✓	C	D
1.1.6	A✓	B	C	D
1.1.7	A	B	C	D✓
1.1.8	A✓	B	C	D
1.1.9	A	B	C✓	D
1.1.10	A	B✓	C	D

(10 × 2) (20)

1.2

	TRUE	FALSE
1.2.1		✓
1.2.2		✓
1.2.3	✓	
1.2.4	✓	
1.2.5	✓	
1.2.6	✓	
1.2.7	✓	
1.2.8		✓
1.2.9	✓	
1.2.10		✓
1.2.11		✓
1.2.12	✓	
1.2.13		✓
1.2.14	✓	
1.2.15		✓

(15 x 2) (30)
[50]

TOTAL SECTION A: 50

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SECTION B

QUESTION 2

2.1 Steps in marketing research

Step 1: Problem identification

- Identification of the problem situation that is worthy of the research is part of the problem solution process.
- It can include the causes of symptoms, problems and decisions.
- A problem exists when you are confronted by a question of which the answer indicates uncertainty.
- A decision is the solution of a problem.
- Important to identify the problem precisely.
- Because the success or failure of the research project depends on it.
- To identify the problem precisely, is to search for the reasons why the problem exists.
- Important to get as much background about the problem as possible.

Step 2: Preliminary investigation (desk research)

- Imperative to specify the problem and to collect information about the organisation.
- Helps to establish the area of the investigation.
- Information can be collected from management, staff and persons who have knowledge about the problem.
- Management and researcher work closely together to establish the aims of the investigation.
- Research should also indicate the limits of the research methods to be used.
- The method of the preliminary investigation includes the situation analysis in the form of a marketing audit.
- An objective evaluation of the organisation's current marketing position is formulated.

Step 3: Developing a hypothesis.

- If researcher and management identify the problem precisely, possible hypotheses can be developed.
- Hypotheses indicate the possible answers to the research problem.
- Many hypotheses should be developed.
- The researcher should use all the information available to test each hypothesis.
- Three sources can be used to develop the hypotheses
- The use of previous research projects.
- Other disciplines like psychology or marketing.
- Management experience.

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Step 4: Developing an information schedule.

- Indicates what information is needed and what sources of information are available.
- The information schedule indicates the following:
- Nature of the problem.
- Factors that influence market behaviour.
- Cost and time.
- An information schedule for each hypothesis should be developed.
- The researcher limits the scope of the investigation.

Step 5: Choose sources of information.

- Various sources exist.
- Researcher should however make use of secondary data first.
- Secondary data is data that already exists.
- The research should then concentrate on primary data.
- New data that should be researched.

Step 6: Collect information (primary research)

- What the research project is all about.
- Detailed planning should be done because the information that is collected should be valid.
- Control should be exercised by a supervisor with the necessary expertise.
- It will now become easier to determine:
- Where the research should take place.
- The accuracy of the questionnaire.
- Training of field workers and
- Control over field workers.
- Various methods can be used:
- Observation
- Experimentation
- Surveys.

Step 7: Analysis and evaluation of information

- Includes the following:
- Editing: Control questionnaire for accuracy and completeness.
- Coding: Coding questions
- Transcribing
- Tabulation
- Statistical processing
- Visual display of results.

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Step 8: Report of findings

- Final report is a summary of the main findings.
- Must be done with precision.
- Content and style of the report must satisfy management.
- Must be neat and presentable.

(1 mark for each step = 8)
1 mark per fact maximum 2 marks under each fact =16
Marks for practical application = 4
Chronological display = 2

(30)

2.1.2 Difference between quantitative and quantitative research methods

ITEM	QUANTITATIVE	QUALITATIVE
Sample	Large number of representative cases	Small number of representative cases
Objective	To quantify the data and generalise the results from the sample to the population.	To gain a qualitative understanding of the underlying reasons and motivations.
Outcome	Recommend a final course of action	Develop an initial understanding
Data Collection	Data collection is structured	Data collection is unstructured
Data Analysis	Statistical with graphs and tables	Mainly non-statistical with explanatory notes

(5 × 2) (10)

2.1.3 Factors to evaluate secondary data

- Methodology used to collect data
- Accuracy of data
- When and where the data is collected
- The purpose for which the data is collected
- The content of data
- Dependability of data

(5 × 2) (10)
[50]

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QUESTION 3

3.1 Quantitative questionnaire design

This questionnaire serves to measure the level of perception for service quality delivery at your college. Please indicate you level of satisfaction with the service quality of your college. Please circle only one response for each statement.

1.	Facilities at your college are visually appealing.	1	2	3	4	5
2.	Your college provides prompt service.	1	2	3	4	5
3.	Your college is reliable.	1	2	3	4	5
4.	College keeps its records accurately.	1	2	3	4	5
5.	Employees at your college are polite.	1	2	3	4	5

Biden Research Company takes this opportunity to thank you for your cooperation.
NOTE: TWO marks for question and two marks for response (20)

3.2 Items to be included in a training programme
- How to make the initial contact with respondents.
- How to ask questions.
- How to probe for in-depth/further answers.
- How to record answers from your respondents.
- How to terminate the interview.

(5 × 2) (10)

3.3 Respondent errors

3.3.1 Inability error
- Errors as a result from the respondent's inability to provide accurate answers.
- For example; a respondent cannot recall the brand of eggs purchased five weeks ago.
- To minimise this error, a timeframe should be given in the question, e.g. 1–3 weeks or 4–6 weeks.

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3.3.2 Unwillingness error

- Error as a result of the respondents' unwillingness to provide accurate information.
- For example, respondents intentionally misreport reading the 'Huisgenoot' magazine in order to impress the interviewer.
- To minimise this error, sensitive questions should be formulated in such away that they do not embarrass the respondent

(NOTE: ONE mark for type of error TWO marks for an example and TWO marks for minimise) (10)

3.4 Advantages (benefits) of marketing research

- Guides management towards correct decision
- Removes uncertainty by providing correct information about the marketing research environment.
- Identifies possible problems or opportunities.
- Enhances effective decision-making
- Contributes to formulation of appropriate policies
- Used as basis of evidence

(5 × 2) (10)
[50]

TOTAL SECTION B: 100

SECTION C

Students must answer only ONE question in this section.

QUESTION 4

4.1 Role of marketing research in the introduction phase

- Determine consumer reaction and behaviour towards the product or service that is introduced to the market.
- Look for factors that contribute to repurchase of product
- Or factors that cause consumer resistance.
- Research strategies that will help the product to be exposed to consumers
- Marketing research will have to establish what effect for example the advertising strategies will have on consumers.

(5 × 2) (10)

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4.2 Role of marketing research in the decision-making process

- Decision-makers make decisions about marketing opportunities, target markets, market segmentation and the implementation of marketing programmes.
- The decisions are complicated by controllable variables such as price, product, promotion and place.
- Also uncontrollable variables such as economic condition, technology and complex consumer behaviour.
- Marketing research helps the marketing manager to link these variables.
- It also helps to remove uncertainty by providing relevant information about variables.
- In the absence of relevant information, consumer's response to marketing programmes cannot be predicted reliably or accurately.
- Ongoing marketing research provides information on variables.
- The information received enhances the effectiveness of decisions made by marketing managers.

(5 × 2) (10)

4.3

Metrical	Non-Metrical
• Quantitative data measured in numbers. • Measured on an interval or likert scale • In only one sample, then only one test can be conducted	• Qualitative data based on discussions. • Measured on a nominal or ordinal scale. • Test agree or disagree.

Any 2 Must be direct opposite (2 × 2) (4)

4.4 Factors to be considered in determining sample size

- Importance of decision-making
- Nature of research
- Number of variables
- Nature of data analysis
- Completion rate and resource constraints

(5 × 2) (10)

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4.5 Importance of objectivity

- Objectivity should guide report writing
- The report should accurately present the methodology, results and conclusion of the project.
- Decision-makers are unlikely to receive with enthusiasm a report that reflects unfavourable on their judgment or action.
- However, the researcher must have the courage to present and defend the results objectively.
- The rule "Tell it like it is"

(4 × 2) (8)

4.6 Four qualitative methods of forecasting

- Time-series method
- Leading series
- Income elasticity coefficient
- Input-output analysis

(4 × 2) (8)
[50]

QUESTION 5

5.1 Aims of an effective marketing information system (MIS)

- To retrieve and process information fast and effectively
- To present information in such a way that management can readily understand and interpret data
- To enhance decision making
- To provide information on a continuous basis
- To serve as a functional support systems to decision makers

(5 × 2) (10)

5.2 Dependence

- Method appropriate when one or more variables can be identified
- As dependent variables and the remaining as independent variables.
- When there is only one dependent variable, single tabulation can be used.

Interdependence

- With interdependence method, the variables are not classified as dependent or independent.
- Rather the whole set of interdependent relationships is examined
- The major technique for examining variable interdependence is factor analysis

(5 × 2) (10)

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5.3 Principles and conditions for selecting a sample

- Sample must relate to problem definition
- Must be representative of the population
- If tested under the same conditions, it must give the same results.
- Sample value must be accurate
- Sampling error must be limited as far as possible
- Sample frame should be applicable on target population
- Sample size should reflect proper ration in relation to population.
- Sample method should be applicable to study

(Any 5 × 2) (10)

5.4 Items to be included in research design

- Indicate whether exploratory, descriptive and or causal
- Define information need
- Specify the measurement and scaling procedures
- Construct and pre-test questionnaire or an appropriate form for data collection.
- Specify the sampling process and sample size.
- Develop a plan for data analysis.

(Any 5 × 2) (10)

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5.5 Role of forecasting in business

- Management constantly makes decisions whose consequences will be evident only in the near or distant future.
- Such decisions are based on the analysis and assessment of the current and future market situations.
- The method and techniques whereby management obtains the information for assessing the market's probable development is called market forecasting.
- Market forecasting in contrast to market analysis has in view the current market situation.
- Current market is not investigated for historical reasons
- But with a view to policy decisions, whose outcome will only be apparent in the near or distant future.
- The assumption is that the prevailing market situation underlying policy decisions will remain essentially unchanged for some time.
- If for example management's advertising and new product development decisions are based on market analysis,
- The assumption is that consumer preferences will remain essentially unaltered until the results of the policy decisions are evident on the market.
- In business, we distinguish between long-term and short-term forecasting.
- Short-term forecasting is used mainly in decisions on the detailed allocation of resources.
- Long-term forecasting is primarily used in strategic or long-term planning for capital equipment and manpower.
- Basis of organisational planning and budgeting.

(5 × 2) (10)
[50]

TOTAL SECTION C: 50
GRAND TOTAL: 200

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