higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

JUNE EXAMINATION

MARKETING RESEARCH N6

24 JUNE 2014

This marking guideline consists of 9 pages.

Copyright reserved

SECTION A

QUESTION 1

1.1	1.1.1	C
	1.1.2	C
	1.1.3	C
	1.1.4	A
	1.1.5	C
	1.1.6	D
	1.1.7	D
	1.1.8	D
	1.1.9	C
	1.1.10	B

(10 × 2) (20)

1.2	1.2.1	True
	1.2.2	True
	1.2.3	False
	1.2.4	False
	1.2.5	True
	1.2.6	False
	1.2.7	False
	1.2.8	True
	1.2.9	False
	1.2.10	True
	1.2.11	False
	1.2.12	True
	1.2.13	True
	1.2.14	False
	1.2.15	False

(15 × 2) (30)
[50]

TOTAL SECTION A: 50

Copyright reserved

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 indicated 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.

Copyright reserved

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 of questions
- Transcribing
- Tabulation
- Statistical processing
- Visual display of results.

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)

Copyright reserved

2.2
- MR conducts studies to determine what consumers want before any decision regarding marketing strategies is taken.
- MR supplies on a continuous basis, the necessary information and feedback to the marketing manager.
- MR does not only supply data but also collects it.
- Records and analyse data relating to any needs that might exist in management decisions.
- Throughout MR, the ultimate fulfilment of client's needs could be identified.
- The results of information collected through MR can highlight a problem or opportunity. (5 × 2) (10)

2.3
- Define objectives of the test market
- Establish criteria for success
- Integrate test-markets with the firm's marketing plan.
- Establish control
- Select representative test area
- Decide on the number of test markets
- Establish the timeframe for the test
- Evaluation of results (Any 5 × 2) (10)

[50]

QUESTION 3

3.1 QUESTIONNAIRE

Dear respondent. Please indicate your level of satisfaction with the service quality of the College by making a tick (√) in the appropriate column.

		Very satisfied	Satis-fied	Neutral	Very dis-satisfied	Dissat-isfied
A	Responsiveness of academic staff	1	2	3	4	5
B	Empathy of administrative staff	1	2	3	4	5
C	Equipment of classrooms	1	2	3	4	5
D	Quality of recreation facilities	1	2	3	4	5
E	Visual appeal of college	1	2	3	4	5

THANK YOU FOR YOUR RESPONSE

Note: 2 marks for question.
1 mark for response
3 marks for introduction
2 marks for closing remarks

(20)

Copyright reserved

3.2
- Provide your full name if asked by respondent.
- Read each question exactly as written.
- Research questions in order as indicated on questionnaire
- Clarify questions by respondents in a neutral way.
- Do not mislead respondents as to the length of the interview.
- Do not reveal the identify of the client
- Keep a tally on each terminated interview and the reason for each termination.
- Remain neutral in interviewing
- Speak slowly and distinctly so that words will be understood
- Record all replies verbatim
- Avoid unnecessary conversations with respondent
- Write neatly and legibly
- Do not falsify interviews
- Keep all materials and findings confidential (Any 5 × 2) (10)

3.3 Inability error
- A respondent cannot recall the brand of eggs purchased five weeks ago.
- To minimise this error a timeframe should be given in the question for 1–3 weeks or 4–6 weeks.

Unwillingness error
- Respondents may intentionally misreport their answers because of a desire to provide socially acceptable answers or avoid embarrassment.
- To minimise this error, sensitive questions should be formulated in such a way that they do not embarrass the respondent.

1 mark for listing error
2 marks for example
2 marks indicating how error can be limited
(Any 5 × 2) (10)

3.4
- Bias – The research project might be influenced by a researcher's philosophy.
- Cost – Huge cost factor might put a strain on the company's budget.
- Time frame – It might take a long time for managers to get a result from the research project.
- Exact science – Marketing research is NOT an exact science.
- Variables – Marketing research contains a lot of variables that might influence the research project. (5 × 2) (10)

[50]

TOTAL SECTION B: 100

SECTION C

Answer only ONE question in this section

QUESTION 4

4.1
- Time span
- Frequency of use
- Type of product
- Data available
- Accuracy required
- Stability of market environment (5 × 2) (10)

4.2
- Also an unstructured way of obtaining information
- But one-on-one-basis.
- Direct, personal interview in which a single respondent is probed.
- By a highly skilled interviewer to uncover underlying motivation, beliefs, attitudes, and feelings on a topic.
- One question follows on the respondent's answer.
- Interviewer will first start by asking a general question.
- Such as 'How do you feel about shopping at supermarkets?'
- Respondent might reply by saying 'Shopping isn't fun anymore'.
- The interviewer will then ask, 'Why is it not fun anymore?'
- The above type of questioning is called probing. (Any 5 × 2) (10)

4.3

• Marketing and sales	Segmentation research
• Image research	Product research
• Forecasting	Pricing research
• Business trends	Promotion research
• Non-Business trends	Distribution research

(Any other relevant answer) (5 × 2) (10)

4.4
- Sample must relate to problem definition
- Must 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)

4.5
- Sample -- Small number of representative cases
- Objective -- Gain a qualitative understanding of reasons and motivations
- Outcome -- Development of an initial understanding
- Data Collection -- Data is collected in an unstructured manner.
- Data Analysis -- Data is usually qualitative in nature and non-statistical

(5 × 2)
(10)
[50]

Copyright reserved

QUESTION 5

5.1
- 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 want to establish the effect on consumers, for example of the advertising strategies. (5 × 2) (10)

5.2 RETURNING TO THE FIELD
- Questionnaires may be returned to the field where the interviewers make contact again with the respondents.
- Attractive for business and industrial marketing surveys,
- Data obtained the second time may be different form data obtained during original survey.
- These differences may be attributed to changes over time or differences in the mode of questionnaire (telephonic)

ASSIGNING MISSING VALUES
- If return to the field is not feasible, the editor may assign missing values to unsatisfactory responses.
- Feasible where number of responses are small
- May differ drastically from satisfactory responses
- Variables with unsatisfactory responses are not the key variables.

DISCARDING UNSATISFACTORY RESPONSES
- Unsatisfactory responses are simply ignored.
- Feasible when sample size is large
- When unsatisfactory respondents do not differ from satisfactory respondents in obvious ways (e.g. demographic)
- Respondents on key variables are missing

One mark for heading = 2
2 marks per fact 4 x 2
discuss any 2 (10)

5.3
- A census has a large budget
- A sample needs less time to complete
- A sample represents the characteristics of the population
- Sample errors are small and therefore a lesser chance for errors will occur.
- Because a sample is small, attention to individual cases can take place.
- To keep a study secret, favours a sample. (Any 5 × 2) (10)

Copyright reserved

5.4
- It specifies the level of precision.
- This is the maximum permissible difference between sample mean and population mean.
- It specifies the level of confidence
- It determines the standard deviation of the population
- Standard deviation may be known from secondary sources. (5 × 2) (10)

5.5
- Progress report
- Basic report
- Publications
- Technical reports
- Management reports (5 × 2) (10)
[50]

TOTAL SECTION C: 50
GRAND TOTAL: 200

Copyright reserved