higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

MARKETING RESEARCH N6

12 JUNE 2018

This marking guideline consists of 10 pages.

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SECTION A (COMPULSORY)

QUESTION 1

1.1
1.1.1 census
1.1.2 editing
1.1.3 codebook
1.1.4 systematic sampling
1.1.5 quota
1.1.6 mean
1.1.7 ratio
1.1.8 dependence
1.1.9 cross tabulation
1.1.10 target population

(10 × 2) (20)

1.2 **Step 1: Define the marketing research problem**

- Determine which information is needed and how to collect it.
- Describe the general problem and specific components.
- Understand the influence of environmental factors.
- Include past forecasts, resources and constraints, objectives, buyer behaviour, legal environment, economic environment, marketing and technology skills.
- Distinguish between symptoms and problems. Problems exist where there is no clear answer.
- It is important to gather as much information about the problem as possible.

Step 2: Conduct preliminary research (desk research)

- Develop additional insights into the problem.
- Define the problem more precisely.
- Establish the area of the investigation.
- Collect information from management, staff and others who have knowledge about the problem.
- Use case studies and simulation techniques.
- Conduct situation analysis in the form of a marketing audit.

Step 3: Develop the hypothesis

- A hypothesis is an unproven statement or proposition about a phenomenon of interest.
- The hypothesis indicates a possible answer to the research problem.
- It is a statement of relationships or a proposition rather than a question.
- State a different hypothesis for each subproblem.
- Use all available information to test each hypothesis.
- Sources for development of hypothesis include previous research, psychology/marketing discipline and management experience.

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Step 4: Expand the information schedule

- Determine which information is needed and which sources are available.
- Gain more information on the hypotheses.
- Develop an information schedule for each hypothesis.
- Base information schedules on empirical evidence.
- Consider variables that can influence hypotheses.
- The researcher limits the scope of the investigation.

Step 5: Identify and choose information sources

- The researcher should use secondary data first.
- Secondary data was collected for another purpose or is data that already existed.
- Primary data should only be collected after investigating secondary data sources.
- Primary data is originated by the researcher for the specific purpose of addressing the research problem at hand.

Step 6: Collect data and design samples

- Base the decision of required information directly on the problem.
- Obtain all required information; do not include unnecessary information.
- Determine where, the type of design, aims and underlying aspects of respondents.
- Choose a collection method (survey/experimentation/observation) and train fieldworkers.

Step 7: Prepare and analyse data

- Questionnaire checking, editing, coding, transcribing, data cleaning, tabulation, select data analysis strategy, statistical processing are done in this step.

Step 8: Report findings

- The report is the only tangible product of the research.
- The report serves as documentary evidence/historical record.
- The report guides management decisions.
- The quality of the entire project is based on the quality of the report.
- The report must be precise, neat and presentable.

(8 × 3 + 1)
(1 mark for heading + 2 marks for discussion)
(If order of steps is incorrect, deduct 1 mark from total marks allocated.) (25)

1.3

- Guides
- Directories
- Statistical data
- Indexes
- Census
- Publications

(Any 5 × 1) (5)
[50]

TOTAL SECTION A : 50

SECTION B

QUESTION 2

NOTE: Examples are given, but the marker must apply subject knowledge and discretion. If the example given by the student is relevant, please mark accordingly.

2.1 2.1.1 Are you a member of the Market Research N6 study group?
Yes No

2.1.2 What is your opinion about study groups as a supportive study method?

2.1.3 Being a member of a study group has made a difference to test results.

Please indicate how strongly you agree or disagree with this statement.

1. Strongly disagree
2. Disagree
3. Neither disagree or agree
4. Agree
5. Strongly agree

2.1.4 How do you evaluate the support provided by the market-research tutor?

Excellent Good Average Poor

2.1.5 State your age:

(17–21) (22–26) (27–30)

(5 × 3) (15)

2.2 **Projective technique:**

- The projective technique is an unstructured, indirect form of questioning that encourages respondents to project their underlying beliefs, attitudes and feelings regarding the issues concerned.
- Respondents are asked to interpret the behaviour of others, but in doing so they indirectly project their own behaviour.

Advantages:

- Gets responses that respondents would be unwilling to give if they knew the purpose of the study
- Increases the validity of responses by disguising the purpose of the research
- Helps when underlying beliefs, attitudes are operating at a subconscious level
- Yields valuable information

Disadvantages:

- Requires highly trained interviewers
- Expensive to conduct
- Analysis and interpretation is difficult and subjective
- Role-play sometimes requires unusual behaviour from respondents (10)

2.3
- Making initial contact
- Asking questions
- Probing
- Recording answers
- Terminating an interview (5)

2.4
- Reliability: extent to which the measuring scale produces consistent results if repeated measurements are done
- Validity: extent to which differences in observed scale scores reflect true difference among objects on characteristics being measured
- Sensitivity: the ability of measurements to indicate differences
- Relevance: the measuring scale should be relevant to the problem being solved
- Versatility: the measuring scale should have the ability to interpret statistical information
- Ease of response: the measuring scale should have the ability to assess poor interpretations of questions (Any 5 × 2) (10)

2.5
2.5.1 True
2.5.2 True
2.5.3 True
2.5.4 True
2.5.5 True

(5 × 2) (10)
[50]

QUESTION 3

3.1
3.1.1 introductory
3.1.2 declining
3.1.3 mature
3.1.4 competition
3.1.5 declining

(5 × 2) (10)

3.2
- Customer analysis: Determine customers' buying habits, buying motives, frequency of purchase and quantity purchased.
- Market-factor derivation: Study elements in the market that causes the demand for a product or service to increase or decrease.
- Surveys of buyer intention: Collect information directly from people who will ultimately purchase or not purchase the product or service.
- Test market: Test products and services in the market to see how people react and to indicate sales potential. (4 × 2) (8)

3.3 **Questioning error:**
- When respondents are not sufficiently probed for the necessary information, e.g. interviewer changes wording of questions in questionnaire. (any relevant example)
- Interviewers must be well trained and experienced.

Recording error:
- Answers are incorrectly heard, interpreted and recorded, e.g. the interviewer interprets a neutral response (not sure/undecided) as a positive response (yes). (any relevant example)
- Interviewers must have more or less the same characteristics as respondents.

Cheating error:
- The interviewer fabricates responses/answers for parts of the questionnaire, e.g. interviewer makes his/her own personal assessment of a respondent and answers the questionnaire him/herself afterwards. (any relevant example)
- Recordings of interviews must be scrutinised and follow-up calls or interviews must be done. (3 × 3) (9)

3.4 3.4.1 Step 1: Define the objectives of the market test.
Step 2: Establish the criteria for success.
Step 3: Integrate the test-market with the marketing plan.
Step 4: Establish control.
Step 5: Select representative test areas.
Step 6: Decide on the number of test markets.
Step 7: Establish the timeframe for the test.
Step 8: Evaluate the results. (8)

3.4.2
- Large enough to produce meaningful results
- Representative of product consumption behaviour
- Representative demographically
- Representative of media usage
- Representative regarding competition
- Relatively isolated in terms of media and physical distribution
- Normal historical development in the product class
- Have marketing research and suiting serves available
- Not be over-tested (Any 5 × 1) (5)

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3.5
- Research design: type of research, experimental, descriptive, conclusive or exploratory
- Secondary data analysis: done to substantiate the nature of the problem
- Methods of collecting quantitative data: including survey, observation and experimentation
- Definitions of information needed: primary information that contributes to the problem
- Measurement and scaling: including the instrument used to evaluate results for reliability and validity
- Questionnaire: including the type of questionnaire and format
- Sampling process and sample size: implementation of steps in sample design and the method used to select a sample
- Data analysis plan (Any 5 × 2) (10)

[50]

QUESTION 4

4.1
- Decisions in marketing are about opportunities, target markets, market segmentation and implementation of marketing programmes.
- The decision-making process is complicated by controllable variables, e.g. the 4Ps and uncontrollable variables, e.g. economy, technology, cultural changes.
- Marketing research helps to remove uncertainty by providing information about the marketing variables.
- Ongoing marketing research provides information on controllable and uncontrollable variables.
- Gathered information enhances the decision-making process and helps marketing managers to make more effective decisions. (5 × 2) (10)

4.2
- A census covers the entire population and it takes time to complete. A sample is small/smaller and the study can be completed in a much shorter time.
- A census is costly since the entire population is involved and it has a huge impact on the budget. A sample is small and therefore not as costly as a census.
- Because the entire population is involved there are bigger chances for sampling errors. A sample is small and chances for errors are smaller.
- A census is unrealistic because it includes the entire population for consumer products. A sample is appropriate because it represents the characteristics of the population.
- If the study needs to be kept secret, sampling should be favoured over a census. (5 × 2) (10)

4.3
4.3.1 False
4.3.2 True
4.3.3 True
4.3.4 False
4.3.5 False

(5 × 2) (10)

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4.4 **Metric data:**

- Quantitative data measured in numbers
- Measured on an interval or ration scale
- For one sample the z test and the t test can be used

Nonmetric data:

- Qualitative data not measured in numbers
- Not descriptive in nature, words are allocated as response
- Measured on a nominal or ordinal scale, e.g. agree or disagree

(Any 6 × 2) (12)

4.5 4.5.1 Respondents are not aware that they are being observed, e.g. hidden cameras or one-way mirrors.

4.5.2 Respondents' behaviour is observed in an artificial environment, e.g. in a test kitchen.

4.5.3 Mechanical devices rather than human observers record the phenomenon being observed, e.g. optical scanners, psychogalvanometer and voice-pitch analysis.

4.5.4 A researcher collects data by examining physical records or doing an analysis, based on counts of physical objects, e.g. stock analysis

(4 × 2) (8)
[50]

QUESTION 5

5.1 5.1.1 D
5.1.2 D
5.1.3 D
5.1.4 C
5.1.5 C
5.1.6 D

(6 × 2) (12)

5.2

- Methodology used to collect data: Considerations include size of sample, questionnaire design and fieldwork procedures.
- Accuracy of data: Determine whether data are accurate enough for the purpose of the present study.
- When data was collected: Data could be out of date or the time lag between data collection and publication may be long.
- Purpose for which data were collected: Why was it collected? What was the purpose?
- Content of data: The content should be examined and attention given to variable measurement categories.
- Dependability of data: It can be tested by the expertise, credibility, reputation and trustworthiness of the source. (Any 4 × 2) (8)

5.3
- Questionnaires must be typed.
- Questions must be numbered.
- Keep questions short.
- Precode questions.
- Use double line spacing after each question.
- If more than one page is used it should be bound in a booklet.
- Vertical response columns must be used for individual questions.

(Any 5 × 1) (5)

5.4 **NOTE:** Please check spelling of causal (not casual).

Exploratory research:
- The objective is to explore or search through a problem or situation to provide understanding.
- It is meaningful where the researcher does not have enough understanding to proceed with the research.
- Formal research protocols and procedures are not used.

Descriptive research:
- The objective is to describe something like functions or marketing characteristics.
- It can be used to describe characteristics of groups, to make specific predictions or to determine perceptions of product characteristics.

Causal research:
- The objective is to collect evidence of cause-and-effect (causal) relationships.
- Decisions are based on assumed causal relationships.
- The assumptions may not be justifiable and the validity of the causal relationships should be examined. (3 × 3) (9)

5.5 **Simple random sampling:**
- Each element in the population has a known and equal probability of selection.
- A sample is drawn in a random procedure e.g. drawing numbers from a hat.

Systematic sampling:
- Samples are selected by choosing a random starting point and then picking every element in succession from the sampling frame. Elements are therefore ordered in some way.
- Each element in the population has a known and equal probability of selection.

Stratified sampling:
- A two-step process where the population is divided into subpopulations or strata.
- Strata should be mutually exclusive and collectively exhaustive in that every population element should be omitted.
- Elements are then randomly selected from each stratum.

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Cluster sampling

- The target population is divided into mutually exclusive subpopulations or clusters.
- Clusters are mutually exclusive and collectively exhaustive.
- A random sample of clusters is then selected based on a probability method, e.g. simple random sampling. (4 × 3) (12)

5.6
- Progress report
- Basic report
- Publication
- Technical report
- Management report (Any 4 × 1) (4)

[50]

TOTAL SECTION B : 150
GRAND TOTAL: 200

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