higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

MARKETING RESEARCH N6

4 JUNE 2019

This marking guideline consists of 10 pages.

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SECTION A

Answer ALL the questions in SECTION A.

QUESTION 1

1.1

1.1.1	D
1.1.2	E
1.1.3	K
1.1.4	L
1.1.5	F
1.1.6	I
1.1.7	C
1.1.8	A
1.1.9	H
1.1.10	B

(10 × 1) (10)

1.2

1.2.1	True
1.2.2	False
1.2.3	True
1.2.4	False
1.2.5	True
1.2.6	True
1.2.7	False
1.2.8	False
1.2.9	False
1.2.10	False

(10 × 1) (10)

1.3 1.3.1

Step 1: Define the marketing research problem
Step 2: Preliminary research (desk research)
Step 3: Hypothesis development
Step 4: Expansion of the information schedule
Step 5: Identify and choose sources of information
Step 6: Data collection and sample design
Step 7: Data preparation and analysis
Step 8: Report of findings (8)

1.3.2

- Past information forecast, e.g. sales, market share, demographics
- Resources and constraints, e.g. money, skills, time
- Organisational objectives
- Buyer behaviour
- Legal environment
- Economic environment
- Marketing and research skills (Any 5 × 1) (5)

1.3.3 It is an unproven statement or proposition about a phenomenon that is of interest to the researcher. An example is a tentative statement about relationships between two or more variables. (3)

1.3.4
- Secondary data – data that already exist, collected for another purpose (2)
- Primary data – data that are created by the researcher for the specific purpose of addressing the research problem that has been identified (3)

1.3.5
- Questionnaire checking
- Editing
- Coding
- Transcribing
- Data cleaning
- Selecting a data analysis strategy (Any 4 × 1) (4)

1.3.6
- The report is the tangible product of the research effort.
- Other than the report, there is little documentary evidence of the project.
- The report serves as a historical record of the research.
- The report guides management in their decision making.
- The marketing manager's involvement in the project is limited to the report.
- Management evaluates the quality of the entire research project on the quality of the report and the presentation of the findings.
- The perceived usefulness of the report will influence management's decision to conduct market research again in future. (Any 5 × 1) (5)

[50]

TOTAL SECTION A: 50

SECTION B

Answer any THREE of the four questions in SECTION B.

QUESTION 2

2.1 2.1.1 Interview conducted by trained moderator in non-structured and natural manner with a small group of respondents (4)

2.1.2 Gain insight into issues of interest to the researcher. Unexpected findings obtained from a free-flow group discussion (3)

2.1.3 The in-depth interview is done on a one-to-one basis by a highly skilled interviewer using various techniques e.g. probing. (3)

2.2 Marketing research will:

- Determine consumer reaction and behaviour towards the product/service introduced to the market
- Look for elements that contribute to repurchase
- Look for elements that cause consumer resistance
- Do research that will indicate how to expose the product to the consumers
- Ask what effect the different elements of marketing will have on consumers, e.g. promotional strategies (5 × 2) (10)

2.3 Returning to the field✓
Questionnaires with unsatisfactory responses can be returned to the field for the interviewers to contact respondents again.✓✓

Assigning missing values✓
The editor may assign missing values to unsatisfactory responses, if the number of responses is small and it is not key variables.✓✓

Discarding unsatisfactory responses✓
Unsatisfactory responses are ignored. If the sample size is too large, it does not differ if satisfactory responses and responses on key variables are missing.✓✓ (3 × 3) (9)

2.4

- Questionnaires must be typed neatly.
- 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 × 2) (10)

2.5 2.5.1 A market-factor-derivation is an element in a market that causes the demand for a product/service to increase or decrease. (2)
An example is that the number of births is a market factor underlying the demand for baby products. (Any relevant example) (1)

2.5.2
- Customer habits, and why customers buy specific products, must be determined.
- The frequency of purchase and quantity of units purchased should also be determined. (2)
- Example: Researching the needs of customers can improve the accuracy of sales. (Any relevant example) (1)

2.6
- Segmentation research
- Product research
- Pricing research
- Promotional research
- Distribution research (Any relevant example) (5 × 1) (5)

[50]

QUESTION 3

3.1
- Syndicate services
- Only collect information offered to various businesses
- Standardised services
- Standard research studies conducted for different clients
- Customised services
- Variety of market research services offered, the client's specific requirements addressed in the research design (Any 3 × 2) (6)

3.2
- Reliability: Extent to which measuring scale produces consistent results if repeated measurements are made
- Validity: Extent to which differences in observed scale scores reflect true difference among objects on characteristics being measured
- Sensitivity: The ability of measurement to indicate differences
- Relevance: Measuring scale should be relevant to the problem being solved
- Versatile: Measuring scale should have the ability to interpret statistical information
- Ease of response: Measuring scale should have the ability to assess poor interpretation of questions (6 × 2) (12)

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3.3 3.3.1
- Structured: Researcher specifies in detail what must be observed and how the measurements must be recorded.
- Unstructured: Researcher observes all aspects that seem relevant to the problem at hand. (2 × 2) (4)

3.3.2
- Natural: Observe behaviour as it takes place in the environment.
- Contrived: Behaviour is observed in an artificial environment. (2 × 2) (4)

3.4 3.4.1
Step 1: Determine the information needed
Step 2: Determine the method of data collection
Step 3: Determine the content of the individual questions
Step 4: Determine the types of questions that will be used
Step 5: Decide on the wording of the questions
Step 6: Determine the order in which questions must be asked
Step 7: Decide on the layout and reproduction of the questionnaire
Step 8: Pre-test the questionnaire (8)

3.4.2
- Determine if a question is necessary as each question must contribute to the required information or serve a specific purpose.
- Determine if more than one question about the issue is necessary. Sometimes more than one question is needed to obtain specific information.
- The respondent's memory span must be taken into consideration. Will the respondent be able to remember?
- The respondent must be able to articulate. The respondent must be able to verbalise his/her answers. (4 × 2) (8)

3.5
- Research design
- Secondary data analysis
- Methods of collecting quantitative data
- Definitions of information needed
- Measurement and scaling
- Questionnaire
- Sampling process and sample size
- Plan of data analysis (8)

[50]

QUESTION 4

4.1 4.1.1

- Define the objectives of the market test/test marketing.
- Establish criteria for success.
- Integrate testing with the business's marketing plan.
- Establish control.
- Select representative test areas.
- Decide on the number of test markets.
- Establish the time frame for the test.
- Evaluate the results. (8)

4.1.2 The selected representative test area must:

- Be large enough to produce meaningful results
- Be representative with respect to consumer behaviour
- Be representative demographically
- Be representative regarding media usage
- Be representative regarding competition
- Be relatively isolated in terms of media and physical distribution
- Have normal historical development in the product class
- Have marketing research and suitable results available
- Not be over-tested (Any 5 × 1) (5)

4.1.3

- The test should last long enough for repurchases to be observed.
- If competitive reaction is expected, the duration should be short.
- Cost considerations
- Initial consumer response
- Company policy/philosophy (Any 2 × 1) (2)

4.2 Making initial contact✓
Interviewers should be trained to make opening remarks to convince potential respondents to cooperate. The interviewer should not ask the respondent's permission.✓✓

Asking the questions✓
Be familiar with the questionnaire. Ask questions in the order and exact wording as in questionnaire. Read slowly, repeat if necessary and ask all the questions.✓✓

Probing✓
Train fieldworkers to motivate respondents to expand, clarify or explain their answers. Probing will help respondents to focus on the specific content of the interview and provide only relevant information.✓✓

Recording answers✓
Record during the interview, in respondent's own words, do NOT summarise. Include all relevant information, all probes and comments and repeat responses as they are written down.✓✓

Terminating the interview✓
Do NOT terminate before all relevant information is collected. Answer respondent's questions about the research and always thank the respondent.✓✓ (5 × 3) (15)

4.3
- 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 4 Ps.
- It is also complicated by uncontrollable variables, e.g. economy, technology, cultural changes and consumer behaviour.
- Marketing research helps to remove uncertainty by providing information about the marketing variables.
- Ongoing marketing research provides information on controllable and uncontrollable variables.
- The gathered information enhances the decision-making process and helps marketing managers to make more effective decisions. (6 × 2) (12)

4.4
- Objectivity should guide the report writing.
- The report must accurately present the methodology, results and conclusions of the research project.
- The researcher must have the courage to present and defend the results of the research objectively.
- The rule is to tell it as it is. (4 × 2) (8)

[50]

QUESTION 5

5.1 5.1.1 Metric
- Quantitative data, measured in numbers
- Measured on interval or ratio scale
- When there is only one sample, the z-test and t-test can be used.

Nonmetric
- Qualitative data, not measured in terms of numbers
- Descriptive in nature, words are allocated as responses
- Measured on the nominal or ordinal scale. (2 × 3) (6)

5.1.2 Parametric

- Assumes that the variables of interest are measured on at least an interval scale
- Provides inferences for making statements about the means of the parent population
- The t-test is commonly used.

Nonparametric

- Assumes that the variables are measured on a nominal or ordinal scale
- Based on observations drawn from one sample
- The one-sample-test can be used. (2 × 3) (6)

5.2

- Marketing research will focus on existing competitors and new competitors in the market.
- Competitors' strong and weak points must be analysed.

Marketing research must answer questions such as:

- How can the product be made more reliable?
- How can new markets be explored?
- How can production be made more efficient and effective? (5 × 2) (10)

5.3 Surrogate information error

- The variation between the information needed for the marketing research problem and the information sought by the researcher
- To minimise this error, the researcher must have enough time to collect data.

Measurement error

- The variation between the information sought and the information generated by the measurement process
- A proper measurement instrument must be developed.

Population error

- The variation between the actual population relevant to the problem definition and the population as defined by the researcher
- The researcher should define the population as early as possible in the research project.

Sampling frame error

- The variation between the population defined by the researcher and the population as implied by the sampling frame
- A proper sampling frame must be used.

Data analysis error

- Occurs while raw data from questionnaires are transformed into research findings
- Modern data analysis programs or software should be used to minimise this error. (Any 3 × 3) (9)

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5.4 5.4.1 Establish a relationship between two or more variables, the one leads to the other. E.g. by monitoring the number of jobs, a prediction can be made on the level of expenditure.

5.4.2 Reflects the flow of products/services through an economic system, useful for industry forecasting only.

(2 × 2) (4)

5.5 NOTE: CHECK THAT SPELLING IS CORRECT: CAUSAL (NOT CASUAL)

Exploratory research✓ (1)
- The objective is to explore or search through a problem or situation to provide understanding.
- It can be applied in many situations, e.g. to define problems more precisely, to develop hypotheses, to establish priorities for further research. (2)

Descriptive research✓ (1)
- The objective is to describe something, such as functions or marketing characteristics.
- Examples are to describe the characteristics of groups, to determine perception, to make specific predictions. (2)

Causal research✓ (1)
- The objective is to collect evidence of cause and effect (causal) relationships.
- The assumptions that decisions are based on may not be justifiable and the validity of the causal relationships should be examined.
- Appropriate to understand which variables are the cause and which the effect and the nature of the relationship between them. (Any 2 × 1) (2)

5.6
- Guides managers in making the correct decisions.
- Removes uncertainty by providing accurate information about the marketing environment.
- Identifies possible problems and opportunities.
- Enhances effective decision-making.
- Contributes to the formulation of appropriate policies.
- Can be used as a basis of providing evidence. (6)

[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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