higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

MARKETING RESEARCH N6

2 June 2021

This marking guideline consists of 9 pages.

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QUESTION 1

1.1

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

(10 × 1) (10)

1.2

1.2.1 Census covers the whole population and it takes time to complete. A sample is small/smaller and the study can be completed in a much shorter time.

1.2.2 Census is costly as the whole population is involved and it has a huge impact on the budget. A sample is small and therefore not as costly as a census.

1.2.3 When the whole population is involved there are bigger chances for sampling errors. A sample is smaller and chances of errors are smaller too.

1.2.4 A census is unrealistic because it includes the whole population for consumer products. A sample is more appropriate because it represents the characteristics of the population.

1.2.5 If the study needs to be kept secret, sampling should be favoured over a census.

(5 × 2) (10)

1.3

- 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)

1.4
- Time series method. Establishing trends of past performance and using the information to project future trends, e.g. a long-term trend, cyclical component, seasonal component, erratic fluctuation.
- Leading series method. Establishing a relationship between two or more variables, the one leading to the other, e.g. job creation and level of expenditure.
- Income elasticity coefficient. Based on the assumption that income is the only factor that influences the purchase of a product/service, e.g. a 5% increase in real income will cause a 5% increase in demand.
- Input-output analysis. It reflects the flow of products and services through an economic system which is characterised by a table that is divided into different categories. Tables are useful, e.g. used for sales forecasting.

(4 × 2) (8)

1.5
- Exploratory research
  The objective is to explore or search through facts about a problem or situation to provide understanding.
  It can be applied in many situations, e.g. to define problems more precisely, to develop hypotheses and to establish priorities for further research.
- Descriptive research
  The objective is to describe something like functions or marketing characteristics.
  Examples are to describe the characteristics of groups, to determine perception and to make specific predictions.
- Causal research
  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. (3 × 2) (6)

1.6
- Methodology used to collect the data. Considerations include size of sample, questionnaire design and fieldwork procedures.
- Accuracy of the data. Determine whether data are accurate enough for the purpose of the present study.
- When the data were collected. Could be out of date, the time lag between data collection and publication may be long.
- The purpose for which the data were collected. Why was it collected, what was the purpose?
- The content of the data. Should be examined and attention given to variable measurement categories.
- Dependability of the data. Can be tested by expertise, credibility, reputation and trustworthiness of the source. (3 × 2) (6)

[50]

QUESTION 2

2.1 2.1.1 It is to determine market acceptance of the product. (2)

2.1.2 Step 1: Define the objectives of the market test.
Step 2: Establish the criteria for success.
Step 3: Integrate the test marketing with the firm's 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)

2.2
- The confidence interval specifies the level of precision.
- The confidence interval is the maximum permissible difference between the sample mean and the population mean.
- The confidence interval specifies the level of confidence.
- The confidence interval determines the standard deviation of the population.
- Information of the standard deviation is available from secondary sources.

(5 × 2) (10)

2.3
- Conduct studies to determine what consumers want before any decisions are made regarding marketing strategies.
- Supply the marketing manager with the necessary information and feedback.
- Supply, collect, record and analyse data to clarify possible inadequacies in management decisions.
- Determine how the clients' needs could be satisfied.
- Analyse the collected information and find previously unnoticed opportunities and problems. (5 × 2) (10)

2.4
- Questionnaires must be neatly typed.
- Questions must be numbered.
- Keep questions short.
- Precode questions.
- Use double-line spacing between questions.
- 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 False
2.5.2 True
2.5.3 False
2.5.4 False
2.5.5 False

(5 × 2) (10)
[50]

QUESTION 3

3.1

3.1.1 Census
3.1.2 Editing
3.1.3 Code book
3.1.4 Systematic sampling
3.1.5 Quota sampling
3.1.6 Mean
3.1.7 Ratio
3.1.8 Dependence
3.1.9 Cross tabulation
3.1.10 Target population

(10 × 1) (10)

3.2

- Provide his/her full name if asked by respondent.
- Read each question exactly as written.
- Read the question in the order as indicated on the questionnaire.
- Clarify any questions by the respondent in a neutral way.
- Do not mislead respondents as to the length of the interview.
- Do not reveal the identity of the client unless instructed to do so.
- Keep count of each terminated interview and reason for termination.
- Remain neutral in interviewing.
- Speak slowly and distinctly.
- Record all replies verbatim.
- Probe and clarify all open-ended questions.
- Write neatly and legible.
- Check all work for thoroughness.
- When terminating an interview, do so in a neutral way.
- Keep all study material and findings confidential.
- Do not falsify interviews or answers to any questions.
- Thank the respondent for participating. (Any 8 × 1) (8)

3.3 ANY FOUR (4)
If the example given by the student is relevant, mark accordingly.

Dichotomous question
Are you a member of the Market Research study group?
Yes No

Likert scale
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

Measure feedback scale
How do you evaluate the support provided by the Market Research tutor?
Excellent Good Average Poor

Control list
State your age:
(17–21) (22–6) (27–30)

Multiple choice
Which of the following topics are problematic during the study sessions?
1. Market research and the product life cycle
2. The market research process
3. Survey errors
4. Questionnaire design
5. Sample methods
6. Analysis methods
7. All of the above (Any 4 × 3) (12)

3.4
- 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)

3.5 3.5.1
- Report must be terse and concise.
- Unnecessary information should be omitted.
- Brevity must not be achieved at the expense of completeness.

3.5.2
- Objectivity should guide the report writing.
- Report must present methodology, results and conclusions accurately.
- Tell it as it is.

3.5.3
- Should be written for specific readers, when and how it will be read.
- Take into account educational level.
- Avoid technical jargon, define terms in appendix.

3.5.4
- Must be reproduced professionally.
- Edited, proofread, quality paper, bound.
- Use font, space, etc. to enhance appearance and readability.

(4 × 3) (12)
[50]

QUESTION 4

4.1 4.1.1
Step 1: Define the marketing research problem
Step 2: Preliminary investigation/Desktop study
Step 3: Hypothesis development
Step 4: Expansion of information schedule
Step 5: Identify and choose sources of data
Step 6: Data collection and sample design
Step 7: Data preparation and analysis
Step 8: Report (8)

4.1.2 Step 1: Define the marketing research problem
- Determine what information is needed and how to collect it.
- Describe the general problem as well as specific components.
- The marketing research problem could represent an opportunity for advancing the business.
- The influence of the environmental factors must be understood:
  - Past information forecasts, e.g. sales, market share, demographics
  - Resources and constraints such as money, time, skills
  - Organisational objectives opposed to personal objectives.
  - Buyer behaviour
  - Legal environment such as public policies, legislation
  - Economic environment, general state of economy
  - Marketing and technological skills
- Distinguish between a symptom and a problem. A problem exists where there is no clear-cut answer.
- Important to gather as much information about the problem as possible. (10)

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4.1.3 Step 6: Data collection and sample design

- Decision about what information is required must be based directly on the definition of the problem.
- Ensure that all required information is obtained.
- No unnecessary information should be included.
- Researcher can determine:
  - Where the study needs to be conducted
  - Type of research design
  - Aims of the research project
  - Underlying aspects of respondents
- Choose method of collection (survey/experimentation/ observation) and train fieldworkers. (5)

4.2

- Only tangible product of the research.
- Little documentary evidence of the project other than the report.
- Serves as a historical record of the project.
- Report and presentation guide management decisions.
- Involvement of marketing manager in the project is limited to the written report.
- Management evaluates the quality of the entire project on the quality of the report.
- Must be done with precision, neat and presentable.
- Management's decision to undertake marketing research in the future will be influenced by the perceived usefulness of the report. (Any 6 × 1) (6)

4.3 Case study technique

- An in-depth investigation based on a small number of cases involving people, organisations or situations
- Helps to clarify the nature of the problem and identify variables.

Simulation technique (Please check spelling: NOT stimulation)

- A set of procedures that are developed to manipulate a representation of the research problem.
- Helps to find qualitative and quantitative solutions for the research problem.

(2 × 2) (4)

4.4 Secondary data:✓ Data that already exists has been collected for another purpose.✓

Primary data:✓ Data that was originated by the researcher for the specific purpose of addressing the research problem that has been defined.✓✓ (5)

4.5

- Questionnaire checking
- Editing
- Coding
- Transcribing
- Data cleaning
- Selecting a data analysis strategy (6)

4.6	4.6.1	Hypothesis
	4.6.2	Statement
	4.6.3	Questions
	4.6.4	Information
	4.6.5	Hypothesis
	4.6.6	Empirical

(6 × 1) (6)
[50]

TOTAL: 200

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