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REPUBLIC OF SOUTH AFRICA

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NOVEMBER EXAMINATION

NATIONAL CERTIFICATE

MARKETING RESEARCH N6

(4030086)

20 November 2013 (X-Paper)
09:00–12:00

This question paper consists of 8 pages.

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DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE
MARKETING RESEARCH N6
TIME: 3 HOURS
MARKS: 200

NOTE: If you answer more than the required number of questions, only the required number of questions will be marked. All work you do not want to be marked, must be clearly crossed out.

INSTRUCTIONS AND INFORMATION

1. This question paper consists of THREE sections:

SECTION A:	50 marks
SECTION B:	100 marks
SECTION C	50 marks
GRAND TOTAL:	200 marks

2. ALL the questions in SECTION A are COMPULSORY.

3 ALL the questions in SECTION B are COMPULSORY.

4. SECTION C: Answer only ONE of the two questions in this section.

5. Read ALL the questions carefully.

6. Number the answers according to the numbering system used in this question paper.

7. Start each question on a NEW page.

8. Write neatly and legibly.

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SECTION A

Answer ALL the questions in this section.

QUESTION 1

1.1 Various options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

1.1.1 Marketing research involves …

A systematic planning.
B subjectivity.
C identification of information.
D All the abovementioned

1.1.2 The variance …

A measures the spread of data.
B is the square root of the variance.
C is the squared deviation from the mean.
D refers to the true population.

1.1.3 The layout and reproduction of the questionnaire should include questions that are …

A numbered.
B kept as short as possible.
C precoded.
D All the abovementioned

1.1.4 Exploratory research is used for the following purpose:

A To formulate a problem
B To define a problem more precisely
C To develop a hypothesis
D All the abovementioned

1.1.5 Which ONE of the following does NOT fit?

Probability sampling consists of … sampling.

A simple, random
B stratified
C snowball
D cluster

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1.1.6 A parameter in data analysis refers to …

A a summary description of a characteristic of the target population.
B a summary description of a fixed characteristic of the population.
C the acceptance of a null hypothesis.
D the acceptance of a type one error.

1.1.7 Pricing research determines …

A the importance of price and brand selection.
B pricing policies.
C price elasticity of demand.
D All the abovementioned

1.1.8 Reliability refers to …

A test-retest.
B consistent results that an instrument will read if measured under the same conditions.
C scale items on different times.
D All the abovementioned

1.1.9 A disadvantage of the projective technique is that …

A it yields little information.
B it can be expensive.
C analysis and interpretation are difficult and subjective.
D respondents are sometimes required to engage in unusual behaviour.

1.1.10 … an example of internal secondary data sources.

A Stock sheets are
B The census is
C Guides are
D Publications are

(10 × 2) (20)

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1.2 Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (1.2.1–1.2.15) in the ANSWER BOOK.

1.2.1 The introduction is the section in a report that the management will read.

1.2.2 A disadvantage of simple random sampling is that representation is guaranteed.

1.2.3 Coding in questionnaires means that a code, usually a number, is assigned to each possible response to questions.

1.2.4 Economic conditions are market factor derivators that can determine an increase or decrease in market shares.

1.2.5 Marketing research can be a line and staff function in any organisation.

1.2.6 In focus groups, interviews are conducted by a friend in a structural manner.

1.2.7 An increase or decrease in price will determine the demand for sales.

1.2.8 A marketing information system (MIS) is an integrated hardware system.

1.2.9 Primary data is data collected for the first time.

1.2.10 A disadvantage of snowball sampling is that it gives an estimation of rare characteristics.

1.2.11 The mode refers to the value that occurs most frequently in a distribution.

1.2.12 Age is an example of geographic segmentation.

1.2.13 An advantage of cluster sampling is that it is easy to implement.

1.2.14 The mean refers to the middle value in a distribution.

1.2.15 In an unstructured observation, all aspects of a phenomenon that seem relevant to the problem at hand are observed.

(15 × 2) (30)
[50]

TOTAL SECTION A: 50

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SECTION B

Answer ALL the questions in this section.

QUESTION 2

New venture creation is the modern trend to create entrepreneurship. You have also decided to start a new venture. Before you start, you decide to conduct marketing research to determine what new services or products are in demand.

2.1 Discuss the steps in marketing research you will follow to determine the demand for a new product or service. Support your discussion with relevant examples. (30)

2.2 Highlight the important role marketing research plays in the marketing concept. (5 x 2) (10)

2.3 When should an undertaking do marketing research? (5 x 2) (10)
[50]

QUESTION 3

3.1 Design a questionnaire based on your discussion in QUESTION 2.1. Design FIVE qualitative questions. Your questions should be formulated in such a way that you will get the relevant information. Your questionnaire should have an introduction, content and conclusion. (20)

3.2 You need fieldworkers to assist you to administer your questionnaire.

Indicate FIVE guidelines you will follow to select fieldworkers. (5 × 2) (10)

3.3 Although you had set guidelines for selecting fieldworkers, the possibility of fieldworkers making mistakes with interviews will always exist.

State TWO interviewer errors, give examples of each and indicate how you would minimise these errors. (5 × 2) (10)

3.4 It is important in test marketing that the test areas be representative.

Indicate FIVE areas that should be represented. (5 × 2) (10)
[50]

TOTAL SECTION B: 100

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SECTION C

Answer ONLY ONE of the two questions in this section.

QUESTION 4

4.1 Explain the role of marketing research in the growth phase of the product life cycle and also indicate the series of questions that market researchers will focus on. (5 × 2) (10)

4.2 Explain the following terms that relate to sampling design:

4.2.1 Population

4.2.2 Element

4.2.3 Census

4.2.4 Sampling

4.2.5 Sampling unit (5 × 2) (10)

4.3 Explain the role of confidence intervals in data processing. (5 × 2) (10)

4.4 Briefly explain what is meant by customer analysis as a method to analyse sales. (5 x 2) (10)

4.5 Name FIVE different types of reports. (5 x 2) (10)
[50]

QUESTION 5

5.1 Discuss in-depth interviews. (5 × 2) (10)

5.2 Name FIVE of the areas in business to which marketing research can be applied. (5 × 2) (10)

5.3 Briefly explain why we prefer a sample instead of a census in marketing research. (5 × 2) (10)

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5.4 Explain the following terms relating to the objectives for a good measuring scale:

5.4.1 Validity

5.4.2 Sensitivity

5.4.3 Relevancy

5.4.4 Versatility

5.4.5 Ease in response from respondents

(5 x 2) (10)

5.5 Briefly explain what is meant by test marketing as a method to analyse sales.

(5 x 2) (10)
[50]

TOTAL SECTION C: 50
GRAND TOTAL : 200

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