higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

NOVEMBER EXAMINATION

MARKETING RESEARCH N6

20 NOVEMBER 2013

This marking guideline consists of 10 pages.

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SECTION A

Answer ALL the questions in this section.

QUESTION 1

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

(10 x 2) (20)

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

(15 x 2) (30)

TOTAL SECTION A: 50

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SECTION B

Answer ALL the questions in this section.

QUESTION 2

2.1 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.
- The success or failure of the research project depends on it.
- To identify the problem precisely, is to do research and seek for reasons why the problem exists.
- Important to get as much background about the problem as possible.

Step 2: Preliminary investigation (desk research)

- Imperative to collect information about the organisation to be able to specify the problem precisely.
- 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 indicate the possible answers to the research problem.
- Many hypotheses should be developed.
- The researcher should use all the information available to test each hypothesis.
- The following three sources can be used to develop the hypotheses:
    - The use of previous research projects.
    - Other disciplines like psychology or marketing.
    - Management's experience.

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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 indicates the limits of 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 researcher should then concentrate on primary data.
- New data should be researched.

Step 6: Collect information and design of sampling (primary research)

- Specify 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
  - Control over field workers
- The following methods can be used:
  - Observation
  - Experimentation
  - Surveys

Step 7: Analysis and evaluation of information

Include the following:
- Editing: Control questionnaires for accuracy and completeness
- Coding: Coding of questions
- Transcribing
- Tabulation
- Statistical processing
- Visual display of results

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Step 8: Report of findings

- The 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)

2.2
- Conduct studies to determine what consumers want before any decisions regarding marketing strategies are taken.
- Marketing research supplies, on a continuous basis, the necessary information and feedback to the marketing manager.
- Marketing research does not only supply information but also collects, records and analyse data relating to any needs that might assist management in their decision making.
- Through marketing research, the fulfilment of clients' needs can be identified.
- Results of information collected through marketing research can highlight a problem or opportunity. (Any 5 x 2) (10)

2.3
- When decision makers need to take a decision about a specific matter but the information on this matter is not available
- When marketing policies are to be formulated
- When a problem in the marketing programme occurs
- When decision makers have to weigh two possible opportunities and need more information on which one is the best
- When a product goes through its lifecycle and information is needed on what strategy is the best in each phase
- When a marketing programme works well and management wants to find reasons why (Any 5 x 2) (10)

[50]

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QUESTION 3

3.1 3.1.1 Which of the following items have you purchased?

Jewelry	----------
Cosmetics	----------
Kiddies toys	----------
Vegetables	----------
Others (specify)	----------

3.1.2 Indicate how strongly you agree or disagree with the following:

Women are better drivers than men.

1.	Strongly disagree	-----
2.	Disagree	-----
3.	Neither agree nor disagree	-----
4.	Agree	-----
5.	Strongly agree	-----

3.1.3 Will you be able to attend the entrepreneurship day?

Yes ☐
No ☐

3.1.4 How do you evaluate the service rendered at the hotel?

Excellent	----------
Good	----------
Average	----------
Poor	----------

3.1.5 Indicate your age.

(17–21) ----- (21–25) ----- (25–30) -----

(2 marks for each question and 2 marks for each indication of a response)

(20)

3.2
- They must be healthy
- Must be outgoing
- Good communicators
- Have a pleasant and professional appearance
- They must have an education
- They must be experienced as fieldworkers

(Any 5 x 2) (10)

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3.3 Questioning errors

- Example: While asking questions, an interviewer does not use the exact wording given in the questionnaire.
- To limit these errors, a well-trained and experienced interviewer should be used.

Recording errors

- Example: A respondent indicates a neutral response but the interviewer misinterprets that to mean a positive answer.
- To limit these errors, the interviewer should have more or less the same characteristics as the respondents.

Cheating errors

- Example: An interviewer does not ask the sensitive questions related to respondents debt, but later fills in the answer based on personal assessment.
- To limit these errors, transcribes of tape-recordings should be scrutinised or a follow-up telephone call should be made.

(1 mark for type of error, 2 marks for an example and 2 marks for minimise.)
(Any TWO errors out of the three errors mentioned) (10)

3.4
- With respect to demographics
- With respect to production consumption behaviour
- With respect to media usage
- With respect to competition
- Be relatively isolated in terms of media and physical distribution
- Have normal historical development in the product class
- Not over-tested
- Should be large enough to produce meaningful projection (Any 5 x 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
- Marketing research will focus on competitors that come into the market or on existing competitors.
- Competitors' weak points and strong points are taken into consideration and analysed.
- Marketing research will ask: How can we make our product more reliable?
- How can new markets be explored?
- What effective production methods can be used? (5 x 2) (10)

4.2 4.2.1 Population

- The collection of elements or objects that possess the information sought by the researcher and about which inferences are to be made.

4.2.2 Element

- The object about which or from which the information is desired, usually the respondent.

4.2.3 Census

- A census involves a complete enumeration of the elements of a population.

4.2.4 Sampling

- A sample is a subgroup of the population selected for participation in the research study.

4.2.5 Sampling unit

- A sampling unit is an element or a unit containing the element, that is available for selection at some stage of the sampling process.

(5 x 2) (10)

4.3
- It specifies the level of precision
- This is the maximum permissible difference between the sample mean and the population mean
- It specifies the level of confidence
- It determines the standard deviation of the population
- The standard deviation of the population may be known from secondary sources (5 x 2) (10)

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4.4
- Performing customer analysis requires a determination of why customers are buying the product and buying habits
- Understanding and researching the needs of customers can improve the accuracy of sales potential.
- For example, Pick 'n Pay became consumer sensitive when they introduced the blue label on some of their products.
- This has resulted in greater sales for Pick 'n Pay.
- In addition, the frequency of purchase and quantity units purchased should also be determined. (5 x 2) (10)

4.5
- Progress reports
- Basic reports
- Publications
- Technical reports
- Management reports

(Any other relevant report that reflects on research usage) (5 x 2) (10)
[50]

QUESTION 5

5.1
- An unstructured way of obtaining information
- but conducted on a one-on-one basis
- A direct, personal interview in which a single respondent is probed
- by highly-skilled interviewer to determine underlying motivation, beliefs, attitudes, feelings, etc. on a specific topic.
- One question follows on the respondent's answer.
- Example: Interviewer will start by asking a general question: 'How do you feel about shopping at supermarkets?'
- Respondent might reply: 'Shopping isn't fun anymore.'
- The interviewer will then ask: 'Why is it not fun anymore?'
- Above type of questioning is called probing. (Any 5 x 2) (10)

5.2

• Sales	Segmentation research
• Markets	Product research
• Image research	Pricing research
• Forecasting	Promotion research
• Business trends	Distribution research
• Non-business research	

(Any 5 x 2) (10)

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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 there is a smaller chance that errors will occur.
- Because a sample is small, attention to individual cases can take place.
- When a study has to be kept secret, a sample is preferable. (5 x 2) (10)

5.4 5.4.1 Validity

- The extent to which differences in observed scales occur, reflects a true difference among objects on the characteristics being measured.

5.4.2 Sensitivity

- The ability of measurement to indicate differences.

5.4.3 Relevancy

- The measurement scale should be relevant to the problem being solved.

5.4.4 Versatility

- The measurement scale should have the ability to interpret statistical information.

5.4.5 Ease in response from respondents

- Measurement scale should have the ability to assess poor interpretations of questions.

(5 x 2) (10)

5.5
- Entails introducing new products into the market
- Companies often test their products/services in a certain area to see how people would react
- Demand will then be used to forecast sales of products/services in other markets
- Advantages of test marketing are that results obtained in one territory indicate sales potential for products in other territories (5 x 2) (10)

[50]

TOTAL SECTION C: 50
GRAND TOTAL: 200

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