



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

NOVEMBER EXAMINATION

MARKETING RESEARCH N6

26 NOVEMBER 2014

This marking guideline consists of 9 pages.

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SECTION A

QUESTION 1

1.1	1.1.1	D		
	1.1.2	D		
	1.1.3	A		
	1.1.4	A		
	1.1.5	C		
	1.1.6	D		
	1.1.7	A		
	1.1.8	A		
	1.1.9	A		
	1.1.10	D	(10 × 2)	(20)

1.2

1.2.1	TRUE		
1.2.2	FALSE		
1.2.3	TRUE		
1.2.4	TRUE		
1.2.5	FALSE		
1.2.6	TRUE		
1.2.7	TRUE		
1.2.8	TRUE		
1.2.9	FALSE		
1.2.10	FALSE		
1.2.11	FALSE		
1.2.12	TRUE		
1.2.13	FALSE		
1.2.14	FALSE		
1.2.15	FALSE	(15 x 2)	(30)

TOTAL SECTION A: 50

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SECTION B

QUESTION 2

2.1 STEPS IN MARKETING RESEARCH

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.
- Because the success of failure of the research project depends on it.
- To identify the problem precisely, is to search for the reasons why the problem exists.
- Important to get as much background about the problem as possible.

Step 2 Preliminary investigation (desk research)

- Imperative to specify the problem and to collect information about the organisation.
- 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 indicated the possible answers to the research problem.
- Many hypotheses should be developed.
- The researcher should use all the information available to test each hypothesis.
- Three sources can be used to develop the hypotheses:
- The use of previous research projects.
- Other disciplines like psychology or marketing.
- Managements experience.

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Step 4 Developing an information schedule

- Indicates what information is needed and what sources of information is 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 limits 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 exist.
- The research should then concentrate on primary data.
- New data that should be researched.

Step 6 Collect information (primary research)

- 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 and
- Control over field workers.
- Various methods can be used:
- Observation
- Experimentation
- Surveys.

Step 7 Analysis and evaluation of information

- Includes the following:
- Editing: Control questionnaire for accuracy and completeness.
- Coding: Coding question
- Transcribing
- Tabulation
- Statistical processing
- Visual display of results.

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Step 8 Report of findings

- 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 WHEN SHOULD A FIRM UNDERTAKE MARKETING RESEARCH?

- When decision-makers need to take a decision about a specific topic, but information on this topic is not available.
- When marketing policies are to be formulated.
- When a problem in the marketing programme occurs.
- When decision-makers have to weights 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 the reasons why. (5 × 2) (10)

2.3
- It identifies the problem.
- Better defines the problem.
- Develops an approach to the problem.
- Secondary data allows you to formulate an appropriate information schedule (variables).
- It can answer certain research questions and test hypotheses.
- Interpret data more insightfully. (Any 5 x 2) (10)

[50]

QUESTION 3

3.1
Jewelry ----------
Cosmetics ----------
Kiddies' toys ----------
Vegetables ----------
Others (please specify)

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- Please indicate how strongly you agree or disagree by using the following criteria. Woman are better drivers than men.

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

- Will you be able to attend the entrepreneurship day?

  Yes ☐
  No ☐

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

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

- State your age
  (17-21) --- (21-25) ------ (25-30) -----

(2 marks for question)
(2 marks for indication response) (20)

3.2
- Healthy
- Outgoing
- Good communication skills
- Pleasant appearance
- Educated
- Experienced

(Any 5 × 2) (10)

3.3
- Decision-makers in marketing make decisions about potential opportunities such as target markets.
- These decisions are complicated by controllable variables such as product, price, promotion and place.
- Uncontrollable variables such as economic conditions, such as technology, and public policies
- Marketing research helps the marketing manager link variables with these controllable and uncontrollable variables.
- Marketing research also helps to remove some uncertainty by providing relevant information about the marketing variables.
- In the absence of relevant information, consumer's response to marketing programmes cannot be predicted reliably or accurately.
- Ongoing marketing research provides information on controllable and uncontrollable vaiables.
- This information enhances the effectiveness of decisions made by marketing managers

(Any 5 x 2) (10)

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3.4
- Surrogate information errors
- Measurement errors.
- Population definition errors.
- Sample frame errors.
- Data analysis errors (5 × 2) (10)

[50]

SECTION C (CANDIDATES ANSWER ONLY ONE QUESTION IN THIS SECTION)

QUESTION 4

4.1
- Nominal Scale
- Ordinal Scale
- Interval Scale
- Ratio Scale (4 × 2) (8)

4.2 METHODS TO ANALYSE SALES

4.2.1
- Performing customer analysis requires a determination of why customers are buying the product and their 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 its 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.

(Any 3 × 2) (6)

4.2.2
- It entails requesting through interviews whether or not buyers would purchase the product or service at the price asked.
- For example customers can be ask what they think of playpens for babies.
- The advantage of this method is that it is based on information obtained directly form people who will ultimately purchase or not purchase the product or service. (3 × 2) (6)

4.3
- Standardised services
- Customised services
- Field services
- Coding and data entry services
- Analytical service
- Data analysis services
- Branded products service (Any 5 × 2) (10)

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4.4
- Importance of decision
- Nature of research
- Number of variables
- Nature of analysis
- Sample size in similar studies
- Completion rate and resource constraints (Any 5 × 2) (10)

4.5
- Objectivity should guide report writing
- The report should accurately present the methodology, results and conclusion of the project.
- Decision-makers are unlikely to receive with enthusiasm a report that reflects unfavorable on their judgment or action.
- However, the researcher must have the courage to present and defend the results objectively.
- The rule 'Tell it like it is' (5 × 2) (10)

[50]

QUESTION 5

5.1
- Marketing research will focus on competitors that come into the market or on existing competitors.
- Competitor's weak points are taken into consideration and analyzed.
- Marketing research will ask: How can we make our product more reliable?
- How can new markets be explored?
- What effective production methods can we use? (5 × 2) (10)

5.2
- The target population is the collection of elements or objects that possess the information sought by the researcher.
- And about which inferences are to be made.
- Defining the population involves translating the problem definition into precise statement.
- Of who should and should not be included in the sample.
- The target population should be defined in terms of its elements, time and sampling units.
- For example: You want to investigate the quality of service rendered by your college cafeteria.
- Your population would in this case be the BTC student population.

(Any 5 × 2) (10)

5.3
- Management constantly makes decisions whose consequences will be evident only in the near or distant future.
- Such decisions are based on the analysis and assessment of the current and future market situations.
- The method and techniques whereby management obtains the information for assessing the market probable development is called market forecasting.
- Market forecasting in contrast to market analysis has in view the current market situation.

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- Current market is not investigated for historical reasons
- But with a view to policy decisions, whose outcome will only be apparent in the near or distant future.
- The assumption is that the prevailing market situation underlying policy decisions will remain essentially unchanged for some time.
- If for example management's advertising and new product development decisions are based on market analysis,
- The assumption is that consumer preferences will remain essentially unaltered until the results of the policy decisions are evident on the market.
- In business, we distinguish between long term and short term forecasting.
- Short term forecasting is used mainly in decisions on the detailed allocation of resources.
- Long-term forecasting is primarily used in strategic or long term planning for capital equipment and manpower.
- Basis of organisational planning and budgeting. (Any 5 × 2) (10)

5.4
- Letter of Transmittal
- Letter of Authorisation
- Table of Content
- Management Summary
- Introduction
- Methodology
- Interpretation and Conclusion
- Limitations and Shortcomings
- Conclusions and Recommendations
- Appendices
- Bibliography (Any 5 × 2) (10)

5.5
- Reliability
- Validity
- Sensitivity
- Relevance
- Versatile
- Ease of response from respondents (Any 5 × 2) (10)

[50]

TOTAL SECTION C: 150
GRAND TOTAL: 200

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