higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE

MARKETING RESEARCH N6

21 NOVEMBER 2018

This marking guideline consists of 9 pages.

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SECTION A

QUESTION 1

1.1	1.1.1	J		
	1.1.2	C		
	1.1.3	G		
	1.1.4	H		
	1.1.5	I		
	1.1.6	A		
	1.1.7	F		
	1.1.8	B		
	1.1.9	D		
	1.1.10	E		
			(10 × 2)	(20)
1.2	1.2.1	B		
	1.2.2	D		
	1.2.3	D		
	1.2.4	A		
	1.2.5	A		
	1.2.6	B		
	1.2.7	C		
	1.2.8	D		
	1.2.9	D		
	1.2.10	D		
			(10 × 2)	(20)
1.3	1.3.1	framework		
	1.3.2	information		
	1.3.3	solve		
	1.3.4	descriptive		
	1.3.5	causal		
	1.3.6	cause		
	1.3.7	effect		
	1.3.8	exploratory		
	1.3.9	hypothesis		
	1.3.10	approach		
			(10 × 1)	(10)
				[50]

TOTAL SECTION A: 50

SECTION B

QUESTION 2

2.1
- The confidence interval specifies the level of precision.
- It 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.
- Information of the standard deviation is available from secondary sources. (5 × 2) (10)

2.2
- To conduct studies to determine what consumers want before any decision regarding marketing strategies are taken
- To supply the marketing manager with the necessary information and feedback
- To supply, collect, record and analyse data to clarify possible inadequacies in management decisions
- To determine how the client's needs could be satisfied
- To analyse the collected information and find previously unnoticed opportunities and problems (5 × 2) (10)

2.3 2.3.1
- Determine what information is needed and how to collect it.
- Describe the general problem and specific components.
- Offers opportunity, must understand influence of environmental factors.
- Including past forecasts, resources & constraints, objective, buyer behaviour, legal environment, economic environment, marketing & technology skills.
- Distinguish between symptom and problem; problem exists where there is no clear-cut answer.
- Important to gather as much information about the problem as possible.

2.3.2
- Data preparation consists of three phases: editing, coding, classification.
- During data preparation, the questionnaires are checked.
- Transcription and cleaning of data is done.
- Data analysis consists of tabulation and statistical processing.
- The researcher must select the correct data analysis method.
- Computer software is used for data analysis.

2.3.3
- It is the only tangible product of the research.
- Documentary evidence
- Historical record
- Guides management decisions.
- Evaluate quality of entire project on quality of report.
- Must be done with precision, neat and presentable.

(3 × 6) (18)

2.4
- Customer analysis. Determine customers' buying habits, buying motives, frequency of purchase and quantity purchased.
- Market factor derivation. Study elements in the market that causes the demand for a product or service to increase or decrease.
- Surveys of buyer intention. Collect information directly from people who will ultimately purchase or not purchase the product or service.
- Test market. Products and services are tested in the market to see how people react and to indicate sales potential. (Any 3 × 2) (6)

2.5

	QUALITATIVE	QUANTITATIVE
Outcome	Develop an initial understanding	Recommend a final course of action
Data collection	Unstructured	Structured
Data analysis	Non-statistical	Statistical

(-1 if not in table format)(6 × 1) (6)
[50]

QUESTION 3

3.1
- The sample must relate to the problem definition.
- The sample must represent the population for whom the study is conducted.
- A sample tested under the same conditions must produce the same results.
- The sample value must be accurate.
- Sampling errors must be limited as far as possible.
- Sampling frame must be applicable to identification of target population.
- Sampling size must reflect proper ratio in relation to population.
- Sampling method must be applicable to study. (Any 5 × 2) (10)

3.2
- Reliability: extent to which measuring scale produces consistent results for repeated measurements.
- Validity: extent to which differences in observed scale scores reflect true difference among objects on characteristics being measured.
- Sensitivity: the ability of measurements to indicate differences.
- Relevance: measuring scale should be relevant to the problem being solved.
- Versatility: 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)

3.3
- Personal home interview/Personal interview
- Mall-intercept personal interviews
- Computer-assisted personal interviewing (3 x 1) (3)

3.4 This is a guideline. Students may use other types and/or order of questions.

INTRODUCTION

Dear Sir/Madam
The SRC of (College Name) intends to host an Entrepreneurship Day. The purpose of this questionnaire is to find out what the community expects from such a day. Kindly complete the questionnaire to the best of your ability. (3)

CONTENT

Dichotomous
Would you attend an Entrepreneurship Day hosted by the college?

YES	NO

(4)

Control list
How many people in your household?

(1-2)	(2-4)	(4-6)	(6-8)	(8-10)

(4)

Multiple choice
Indicate what types of products or services you would be interested in at an Entrepreneurship Day:

Fresh produce	
Crafts	
Baked goods	
Hot meals	
Coffee & Tea	
Entertainment area	

(4)

Measure feedback
How do you rate the idea of an Entrepreneurship Day?

Great idea	
Good idea	
Not sure	
Bad idea	

(4)

Open ended
Please suggest a date or time for the event and tell us why you have chosen such a date and time. (4)

CLOSING
The SRC of (College Name) thank you for taking part in our survey and for your support. (2)
[50]

QUESTION 4

4.1 4.1.1 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)

4.1.2 Step 2: Preliminary research (desk research)

- Additional insights into problem are developed.
- Helps to define the problem more precisely.
- Helps to establish the area of the investigation.
- Information collected from management, staff and others who have knowledge about the problem.
- Case studies and simulation techniques can be used.
- Can also be a situation analysis in the form of a marketing audit (6)

Step 6: Data collection and sample design

- Decision of what information is required must be based on problem.
- Obtain all required information; do not include unnecessary information.
- Determine where, aims and aspects of respondents.
- Choose method of collection (survey/experimentation/ observation).
- Planning of fieldwork.
- Selection and training of fieldworkers. (6)

4.2 Marketing research will focus on the impact of decisions made by the decision makers. It must answer questions such as:

- What product adjustments or improvements can be made?
- What other or new distribution channels are available?
- What price strategies can be applied?
- How can promotion strategies be adjusted? (5 × 2) (10)

4.3 4.3.1
- Respondent is unable/unwilling to provide accurate information.
- E.g. respondent cannot give accurate information due to fatigue, boredom, unfamiliarity (Any relevant example)
- The time frame in a questionnaire must not be more than 1-3 weeks.

4.3.2
- Respondents are not sufficiently probed for the necessary information.
- E.g. interviewer changes wording of questions in questionnaire (Any relevant example)
- Interviewers must be well-trained and experienced.

4.3.3
- Occurs while raw data from questionnaires are transformed into research findings.
- E.g. an inappropriate statistical procedure is used (Any relevant example)
- Modern data analysis programs software should be used to minimise this error.

(3 × 3) (9)

4.4
- Title page
- 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 6 × 1) (6)

4.5
- Fieldworkers must be healthy because fieldwork can be strenuous and the fieldworker must have stamina to do the job.
- Interviewers must be outgoing, able to establish rapport with the respondents and able to relate to strangers.
- Fieldworkers must have good communication skills, including speaking and listening skills.
- The fieldworker must have a pleasant appearance otherwise data collected might be biased.
- Interviewers must be educated and have good reading and writing skills, at least high school education.
- If fieldworkers are experienced, they are likely to do a better job and follow instructions.

(Any 5 × 1) (5)

[50]

QUESTION 5

5.1 Nominal scale: (1)
Labelling scale where numbers serve only as labels for identifying and classifying objects. Strictly one-on-one correspondence between numbers and objects. E.g. Rugby and soccer players. (2)

Ordinal scale: (1)
Ranking scale where numbers are assigned to objects to indicate the relative position. Used to indicate the relative extent to which the object possesses some characteristic. E.g. relative position, greater than, less than. (2)

Interval scale: (1)
Numerical equal distances on the scale represent equal values in the characteristic being measured. It allows you to compare the difference between objects. E.g. temperature scale. (2)

Ratio scale: (1)
Al the properties of nominal, ordinal and interval scale.
Identify, classify, rank and compare intervals or differences.
E.g. height, weight, money, age. (2)

5.2 The following are guidelines. If the example given by the student is relevant, please mark accordingly.

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

Dichotomous question
Are you a member of the Marketing 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 Marketing research tutor?
Excellent Good Average Poor

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Control list
State your age:
(17 - 21) (22 - 26) (27 - 30)

(4 x 3) (12)

5.3
- Methodology used to collect the data
- Accuracy of the data
- When the data were collected
- The purpose for which data were collected
- The content of the data
- Dependability of the data (6)

5.4 5.4.1
Step 1: Define population
Step 2: Determine the sampling frame
Step 3: Select sampling method
Step 4: Determine the sampling size
Step 5: Execute the sampling process (5)

5.4.2
- The importance of the decision
- The nature of the research
- The number of variables
- The nature of the analysis
- Sample size used in similar studies
- Completion rates and resource constraints (Any 5 × 1) (5)

5.5
- Long-term trend (L) indicates the effect of long-term factors on forecasting, e.g. increase in population.
- Cyclical component (C) concerns the wave-like factors on forecasting usually caused by economic factors. Used for short-term forecasting.
- Seasonal component (S) concerns the wave-like movements at a specific time of the year caused by seasonal conditions, e.g. climate.
- Erratic fluctuation occurs when accidental events take place, e.g. droughts, floods. (Any 3 × 2) (6)

5.6
- Convenience sampling
- Judgemental sampling
- Quota sampling
- Snowball sampling (4)

[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200

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