higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

NATIONAL CERTIFICATE

MARKETING RESEARCH N6

(4030086)

22 November 2019 (X-Paper)
09:00–12:00

This question paper consists of 5 pages.

Copyright reserved

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 will be marked. Clearly cross out ALL work you do NOT want to be marked.

INSTRUCTIONS AND INFORMATION

1. Answer ALL the questions in SECTION A.
2. Answer any THREE questions in SECTION B.
3. Read ALL the questions carefully.
4. Number the answers according to the numbering system used in this question paper.
5. Write neatly and legibly.

Copyright reserved

SECTION A (COMPULSORY)

QUESTION 1

1.1 Choose the correct word or words from those given in brackets. Write only the word or words next to the question number (1.1.1–1.1.10) in the ANSWER BOOK.

1.1.1 During marketing research, (systematic/strategic) planning is required at all stages of the process.

1.1.2 An audit is a popular means of obtaining data from (retailers/ consumers).

1.1.3 Qualitative research requires a (small/large) number of representative cases.

1.1.4 An/A (unstructured and indirect/structured and direct) form of questioning is a protective technique.

1.1.5 A census involves a (complete/partial) analysis of the elements of a population.

1.1.6 Image research will look at how (consumers/competitors) perceive the organisation – negatively or positively.

1.1.7 The decision support system (DSS) consists of hardware and software and is utilised to address (structured/unstructured) problems.

1.1.8 During audits, the researcher collects data (personally/ mechanically).

1.1.9 Nonmetric data are (quantitative/qualitative) and not measured in terms of numbers.

1.1.10 Region and density are criteria for (demographic/geographic) marketing segmentation.

(10 × 1) (10)

1.2 List the EIGHT steps of test marketing in the correct order. (8)

1.3 Explain the EIGHT steps of the marketing-research process. (8 × 4) (32)

[50]

TOTAL SECTION A: 50

SECTION B

Answer any THREE questions in this section.

QUESTION 2

2.1 Explain the role of marketing research in each of the following phases of the product life cycle:

2.1.1 Introduction phase

2.1.2 Growth phase

(10 × 2) (20)

2.2 Explain why it is important to stay objective when writing a marketing research report. (5 × 2) (10)

2.3 State FIVE principles and conditions for selecting a sample in marketing research. (5 × 2) (10)

2.4 Explain FIVE methods of observation to collect primary data. (5 × 2) (10)

[50]

QUESTION 3

3.1 Briefly explain THREE methods of sales analysis. (3 × 2) (6)

3.2 State SIX factors which are important for the evaluation of secondary data. (6)

3.3 Explain the FOUR basic measurement scales and give an example of each. (4 × 3) (12)

3.4 Discuss the role that marketing research plays in the marketing concept. (5 × 2) (10)

3.5 Give FOUR guidelines a researcher should follow when selecting fieldworkers. (4 × 2) (8)

3.6 Explain the role of marketing research in the decline phase of the product life cycle. (4 × 2) (8)

[50]

Copyright reserved

QUESTION 4

4.1 Explain the role of marketing research in the decision-making process. (5 × 2) (10)

4.2 Explain each of the following objectives of a good measuring scale:

4.2.1 Reliable

4.2.2 Relevance

4.2.3 Versatile

4.2.4 Ease of response

(4 × 2) (8)

4.3 Briefly explain the EIGHT steps for designing a good questionnaire. (8 × 2) (16)

4.4 Distinguish between THREE research designs in marketing research. (3 × 2) (6)

4.5 Give FIVE guidelines for writing a professional report. (5 × 2) (10)
[50]

QUESTION 5

5.1 Briefly explain FOUR quantitative methods of forecasting. (4 × 2) (8)

5.2 Define the term *projective technique* and give TWO advantages and TWO disadvantages of this technique. (10)

5.3 Explain the FIVE steps in sample design. (5 × 2) (10)

5.4 Differentiate between each of the following requirements when choosing an analysis method:

5.4.1 Metric versus nonmetric

5.4.2 Dependence versus interdependence

(2 × 4) (8)

5.5 Briefly explain each of the following response errors and state how to minimise each error:

5.5.1 Inability error

5.5.2 Recording error

5.5.3 Cheating error

(3 × 3) (9)

5.6 Name FIVE types of reports. (5)
[50]

TOTAL SECTION B: 150
GRAND TOTAL: 200

Copyright reserved