



Foundation Certificate in Marketing - Stage 2

MARKETING INFORMATION ANALYSIS II

TUESDAY, 22nd AUGUST 2000. TIME: 9.30 am - 12.30 pm

Please attempt **FIVE** questions, including at least **TWO** questions from each section.

(If more than the specified number of questions are attempted, delete those you do not wish to have marked. Otherwise the Examiner will mark the **FIRST** five questions in your Answer Book).

All questions carry equal marks.

Do **NOT** repeat question in answer, but show clearly the number of the question attempted on the appropriate page of the Answer Book.

SECTION A

1. (a) Outline briefly the necessary components of a marketing research proposal. (10 marks)
- (b) Suggest a way of comprehensively classifying research designs used in marketing research. (10 marks)
2. Describe **two** of the following and indicate their usefulness in marketing research:
 - (i) Database Marketing
 - (ii) Audit Services
 - (iii) Electronic Scanner Services
3. (a) What is meant by a projective technique as used in marketing research and what is the rationale for the use of such techniques? (8 marks)
- (b) Compare and contrast qualitative and quantitative research techniques with respect to (i) usual objectives (ii) nature of data and (iii) expected outcomes. (12 marks)

P.T.O.

4. (a) What are the chief considerations for a researcher when designing a non-comparative itemised rating scale? (8 marks)
- (b) Outline the sequence of distinct steps (or draw a flow chart of the process) involved in designing a questionnaire. (12 marks)

SECTION B

5. Describe the key features of **each** of the following sampling methods:
- (i) sequential sampling
 - (ii) double sampling
 - (iii) cluster sampling with clusters selected with probabilities proportionate to their sizes.
6. (a) Suggest a way of categorising/classifying (i) univariate and (ii) multivariate statistical techniques used in marketing research. (12 marks)
- (b) Describe very briefly **three** statistical measures of location and **three** measures of variability, often used to describe/summarise data. (8 marks)
7. (a) Indicate some typical uses of (i) factor analysis and (ii) cluster analysis in marketing research. (8 marks)
- (b) Define, or explain briefly, the following statistical concepts or procedures associated with factor analysis or cluster analysis:
- (i) Factor loadings and factor scores
 - (ii) Communality of a variable
 - (i) Euclidean distance
 - (ii) Ward's procedure (12 marks)

P.T.O.

8. The table below includes the average hourly earnings of 15 male and 11 female sales staff, randomly selected from the thousands of sales staff employed by a large supermarket chain. Analysis of these earnings data produced the following results.

Gender	n	Mean	Std. Dev.	Std.Err. of Mean
Male	15	15.87	2.64	.68
Female	11	13.27	2.53	.76

$t = 2.516$; $d.f. = 24$; significance (two tailed) = .019;
mean difference = 2.6; standard error of difference = 1.03;
lower and upper 95% confidence limits for difference of means .47 and 4.72

- (i) Interpret all the statistical information cited above.
- (ii) What is the purpose of this analysis?
- (iii) What statistical test is used here and why was this test used?
- (iv) What null hypothesis is tested?
- (v) What conclusions would an analyst be likely to draw from the test results?