Foundation Certificate in Marketing - Stage 2

MARKETING INFORMATION ANALYSIS II

TUESDAY, AUGUST 21, 2001. 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) Describe very briefly the various types of Problem Identification research and Problem Solving research. (10 marks)

   (b) Identify three reasons why decision makers might be inclined to reject marketing research findings. (10 marks)

2. Explain what is meant by syndicated sources of secondary data and indicate briefly the uses, advantages and disadvantages of **four** distinct syndicated services. (20 marks)

3. Give examples, or brief descriptions, of **each** of the following types of scale: (i) Constant sum scale, (ii) Stapel scale, (iii) Q-Sort scale and (iv) Likert scale. (20 marks)

4. (a) Define qualitative research and quantitative research. (8 marks)

   (b) Explain, citing distinct reasons, the rationale for using qualitative research in marketing research. (12 marks)

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SECTION B

5. (a) Indicate, with very brief explanations, the key steps in the sampling design process. (12 marks)

   (b) Describe briefly the main advantages and disadvantages of quota sampling. (8 marks)

6. Explain briefly the procedures involved in each of the following aspects of the process of preparing data for analysis: (i) editing (ii) coding (iii) transcribing (iv) data cleaning (v) statistical adjustment of the data. (20 marks)

7. Describe very briefly, using examples as appropriate, the most usual purpose in marketing of **each** of the following techniques: (i) multidimensional scaling (ii) correspondence analysis (iii) conjoint analysis (iv) discriminant analysis. (20 marks)

8. The data in the table below refer to the average life expectancy of a randomly selected small sample of males and females in a particular country. Interpret the statistical data as fully as you can. Indicate what hypothesis is tested and the conclusions which might be drawn. (20 marks)

Average Life Expectancy (years)	**Gender**	**n**	**Mean**	**Standard Deviation**	**Est. Standard Error of Mean**
	Male	27	65.85	8.98	1.73
	Female	41	71.59	10.44	1.63
			Est. standard error of difference of means = 2.45	95% confidence interval of difference of means –10.63 to -.84	

t = -2.338 d.f. = 66 Sig. (2 tailed) = .022