



Foundation Certificate in Marketing - Stage 2

MARKETING INFORMATION ANALYSIS II

TUESDAY, MAY 8, 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) Outline briefly the distinct stages in the marketing research process. (12 marks)
- (b) Use a suitable example to illustrate the distinction between a management decision problem and the associated marketing research problem. (8 marks)
2. (a) Suggest a way of classifying computerised data bases likely to be of interest to marketing researchers. (10 marks)
- (b) What are the principal intended benefits to the marketer of a loyalty card scheme? (10 marks)
3. (a) Define (i) measurement and (ii) scaling. (8 marks)
- (b) Describe briefly the primary scales of measurement and give examples relevant to marketing of each. (12 marks)
4. (a) Discuss the conditions which must be satisfied for there to be a possible causal relationship between two variables. (10 marks)
- (b) Show with examples how testing effects can be a threat to the validity of experiments in marketing. (10 marks)

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SECTION B

5. (a) Explain carefully the differences between probability sampling and non-probability sampling methods. (8 marks)
- (b) Indicate briefly the comparative strengths and weaknesses of **each** of the following sampling methods: (i) Quota sampling (ii) Systematic sampling and (iii) Stratified sampling. (12 marks)
6. Explain and illustrate with an example the various steps involved in testing an hypothesis in data analysis. (20 marks)
7. (a) Describe briefly the most common uses in marketing research of **either** factor analysis **or** cluster analysis. (8 marks)
- (b) Explain very briefly **four** of the following: (i) communality of a variable (ii) factor loading (iii) factor score (iv) dendrogram (v) non-hierarchical clustering (vi) average linkage clustering method. (12 marks)

8.		Sum of Squares	df	Mean Square	F	Sig.
	Between Groups	18449024.726	5	3689804.945	47.055	.000
	Within Groups	5410672.021	69	78415.537		
	Total	23859696.747	74			

The above table displays an analysis of data representing the average daily calorie intake of individuals from 75 countries in different regions of the world.

- (i) What type of statistical analysis is depicted here?
- (ii) Explain the statistical information contained in the table.
- (iii) Why would the data analyst have chosen this technique?
- (iv) How many different groups are compared?
- (v) What conclusions would the analyst draw from these results?
- (vi) What type of further analysis would now be required to extract the maximum information from the available data? (20 marks)