Foundation Certificate in Marketing - Stage 2

MARKETING INFORMATION ANALYSIS II

TUESDAY, AUGUST 20, 2002. 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.   Clarify the distinction between management decision problems and marketing research problems and illustrate with an example how one would define the marketing research problem arising from a particular management decision problem.

2.   Describe very briefly **three** of the most useful types/sources of external secondary data available to marketing researchers in Ireland.

3.   (a)   Using an example of each, distinguish between comparative and non-comparative rating scales.

      (b)   Describe briefly the key decisions facing a researcher when developing a non-comparative itemized rating scale.

4.   (a)   Why are projective techniques used in marketing research?

      (b)   Describe briefly **two** projective techniques commonly used in marketing research studies.

P.T.O.

SECTION B

5. State the key strengths and weaknesses of **each** of the following sampling methods:
    (i)   Quota Sampling
    (ii)   Snowball Sampling
    (iii) Stratified Sampling
    (iv)   Cluster Sampling

6. (a) How would you classify the statistical techniques commonly used in marketing research?

    (b) Outline the steps involved in statistical hypothesis testing, illustrating your answer with a suitable example.

7. Using examples as necessary, explain briefly the essential purpose and procedure in **each** of the following:
    (i)   Product Moment Correlation Coefficient
    (ii)   Partial Correlation
    (iii) Bivariate Regression
    (iv)   Multiple Regression

8. Compare and contrast Factor Analysis and Cluster Analysis with respect to:
    (i)   The various models/types of the technique
    (ii)   Usual purpose of the technique
    (iii) Key statistical output
    (iv)   Limitations and weaknesses of the technique