



Foundation Certificate in Marketing - Stage 2

MARKETING INFORMATION ANALYSIS II

TUESDAY, MAY 7, 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. Summarise, with brief comments on each item, the required component parts of a marketing research proposal, prepared by a researcher for management.
2. Describe briefly **three** syndicated information sources available to marketers in Ireland.
3.
 - (a) Define or explain briefly the concept of *measurement* in the context of marketing research. (8 marks)
 - (b) Identify the characteristics of the four *primary scales of measurement* used in marketing research and illustrate each scale type with an example. (12 marks)
4.
 - (a) How would you classify qualitative research procedures?
 - (b) Discuss briefly the rationale for using qualitative research methods in addressing marketing problems.

P.T.O.

SECTION B

5.
 - (a) Distinguish between a census and a sample and indicate their comparative advantages and dis-advantages when researching populations.
 - (b) What are the key differences between probability/random and non-probability sampling methods?
6.
 - (a) Explain the purpose of cross tabulation in statistical analysis. (8 marks)
 - (b) Describe very briefly **three** statistical measures/indices often used in analysing cross tabulated data. (12 marks)
7. Using examples as necessary, explain **each** of the following statistical concepts:
 - (i) Null Hypothesis
 - (ii) Significance Test
 - (iii) Directional Hypothesis
 - (iv) Non-Parametric test
8. In the case of **three** of the following multivariate statistical techniques, explain the main insights from the data that an analyst might expect to get by using the technique:
 - (i) Factor Analysis
 - (ii) Cluster Analysis
 - (iii) Conjoint Analysis
 - (iv) Discriminant Analysis