**Foundation Certificate in Marketing - Stage 2**

**MARKETING INFORMATION ANALYSIS II**

**TUESDAY, AUGUST 19, 2003. 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. Discuss the role of marketing research in Marketing Information Systems and Decision Support Systems.

2. Write brief notes on **three** of the following: (i) Retail Audits; (ii) Single-Source Data; (iii) Diary Purchase Panels and (iv) Omnibus Surveys.

3. Describe briefly the principal steps involved in designing a questionnaire, illustrating your answer with a suitable example.

4. (a) What is the rationale (or typical reasons) for using qualitative research methods? (12 marks)

   (b) Comment briefly on the distinct stages of qualitative data analysis. (8 marks)

## SECTION B

5. (a) In which key respects do probability sampling methods differ from non-probability sampling methods?

   (b) What factors would usually be considered when choosing between probability and non-probability sampling methods in a research project? **P.T.O.**

6. Explain with examples as required the nature and function of **each** of the following statistical concepts: (i) measures of location; (ii) measures of variability; (iii) null hypothesis; and (iv) parametric and non-parametric statistical tests.

7. (a) Identify and explain briefly the three conditions which need to be present before one can assume the existence of a causal relationship between variables. (8 marks)

   (b) Give an example of **each** of the following types of situations which could invalidate the supposed existence of a causal relationship between variables:
   (i) History
   (ii) Mortality
   (iii) Main Testing Effect
   (iv) Selection Bias. (12 marks)

8. Explain the usual purpose of **each** of the following multivariate statistical methods, illustrating your answer with suitable examples:
   (i) Conjoint Analysis
   (ii) Cluster Analysis
   (iii) Discriminant Analysis.