



Foundation Certificate in Marketing - Stage 2

MARKETING INFORMATION ANALYSIS II

TUESDAY, MAY 6, 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. (a) Define marketing research and explain very briefly its role in designing and implementing successful marketing plans.
- (b) Identify five distinct types of problem solving marketing research projects, illustrating your answer with suitable examples.
2. List and illustrate the main criteria used in evaluating secondary data.
3. (a) Compare briefly: (i) telephone survey interviews; (ii) face to face at home interviews; and (iii) postal surveys, with respect to (a) response rate; (b) obtaining sensitive information; and (c) sample control. (15 marks)
- (b) Why is non-response a threat to the accuracy of survey findings? (5 marks)
4. (a) Compare and contrast the usual objectives and typical characteristics of qualitative and quantitative research.
- (b) What do you see as the fundamental, potential weaknesses of qualitative research?

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SECTION B

5. (a) Discuss the particular advantages of stratified random sampling.
(b) Describe briefly how, using systematic random sampling, you would select a sample of fifty individuals from a population of 2,000.
6. Explain the following operations which may arise in preparing survey data for analysis: (i) data consistency checks; (ii) weighting; (iii) dummy variable; and (iv) casewise and pairwise deletion.
7. (a) Discuss, using examples as appropriate, the usual purpose of regression in data analysis. (8 marks)
(b) Explain the role of the following statistical measures in regression analysis: (i) partial regression coefficient; (ii) coefficient of multiple determination; and (iii) standard error of estimate. (12 marks)
8. Compare and contrast *Factor Analysis* and *Multidimensional Scaling* with respect to: (i) usual purpose of the technique; (ii) type of variables involved; (iii) key output from the method; and (iv) varieties of models.