



## Foundation Certificate in Marketing - Stage 2

### MARKETING INFORMATION ANALYSIS II

**TUESDAY, AUGUST 17, 2004. 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) How would you define the principal task/purpose of marketing research? (10 marks)  
(b) Present a suitable classification of marketing research studies. (10 marks)
2. (a) Why is it vital to define the marketing research problem correctly? (10 marks)  
(b) Clarify, using examples as appropriate, the typical differences between a marketing decision problem and a marketing research problem (10 marks)
3. List and describe briefly the main types of syndicated sources of secondary data.
4. Evaluate briefly the relative strengths and weaknesses of qualitative and quantitative techniques in marketing research.

**P.T.O.**

## **SECTION B**

5. (a) Explain the key differences between probability (random) and non probability (non-random) sampling methods. (12 marks)
- (b) What are the main considerations deciding the choice between probability and non-probability sampling methods in any research project? (8 marks)
6. Describe with examples as necessary the following data preparation processes:
- (i) consistency checks
  - (ii) casewise and pairwise deletion
  - (iii) weighting
  - (iv) dummy variables
7. (a) Suggest an appropriate way of classifying statistical techniques used in marketing research. (8 marks)
- (b) Explain very briefly the following concepts of data analysis:
- (i) null hypothesis
  - (ii) decision errors of type 1 and type 2
  - (iii) level of significance
  - (iv) one and two tailed tests. (12 marks)
8. Select any multivariate statistical technique used in marketing research and explain with examples if necessary:
- (i) the usual purpose of the method
  - (ii) the logic/mathematical basis of the technique
  - (iii) key statistical output
  - (iv) variety of models/approaches within the basic technique.