EXAMINER'S REPORT

AUGUST 2004

**MARKETING INFORMATION
ANALYSIS II (MIA 2)**

General Comments
Slightly under half of those who sat the MIA2 paper failed to obtain a pass grade (D or better). This is nevertheless an improvement on the MIA2 examination of August 2003 where slightly less than one third of the candidates passed the examination. As last August, only one or two candidates attained an A or B grade.

SECTION A

Question 1
Most candidates attempted this question and as might be expected, most performed relatively well. Those who performed poorly did so usually because of failure to present an acceptable way of classifying marketing research studies.

Question 2
While not as frequently chosen as Q1, most candidates also attempted this question. A few candidates appeared to misinterpret part (b). Candidates were required to show by means of examples the differences between marketing decision problems and corresponding marketing research problems, not to identify problems associated with marketing decisions and marketing research in general.

Question 3
This question requires a detailed, factual description of the key, syndicated services. Some candidates discussed various types of external, secondary data which would not qualify as syndicated services.

Question 4
Generally the rationale of focus groups and other qualitative methods is fairly easily grasped. By contrasting these methods with survey type approaches it is often possible to pick up most marks on this type of question.

SECTION B

Question 5
Questions concerned with sampling are the most often chosen in Section B. This appears to be because most candidates would be expected to have a grasp of the basic idea of sampling and some knowledge of the well known sampling methods. However, beyond this it appears

that little is understood. For example, relatively few can clearly state the advantages associated with the use of random sampling methods.

Question 6
A question of this kind requires either close familiarity with the mechanics of surveying or detailed study of the recommended text. Little can be achieved by guessing at the meaning of the various procedures.

Question 7
Few candidates were able to provide a coherent classification of statistical methods used in marketing research. Some candidates got marks for understanding something of the concepts involved in statistical hypothesis testing.

Question 8
This question had evidently little appeal as only two candidates attempted it. Questions of this type on multivariate methods have often been asked in the past and candidates with a knowledge of these methods can do well, since such questions do not demand detailed mathematical understanding of the relevant techniques.