Foundation Certificate in Marketing - Stage 2

MARKETING INFORMATION ANALYSIS II

TUESDAY, MAY 4, 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) Outline briefly **six** main stages in the marketing research process.
   (15 marks)
   (b) Suggest reasons why decision makers/management occasionally reject marketing research findings. (5 marks)

2. (a) Indicate the principal criteria which should be applied when evaluating secondary data. (15 marks)

   (b) Suggest an appropriate classification of computerised data bases.
   (5 marks)

3. (a) In which types of circumstances will marketing researchers opt to use qualitative research techniques. (12 marks)

   (b) What are (i) *Ethnographic Research* and (ii) *Projective Techniques*? (8 marks)

4. Evaluate the effectiveness of
   (i) Personal in-home interviews
   (ii) Street/Shopping Mall interviews and
   (iii) Postal Surveys
   with respect to (a) Cost (b) Sample control (c) Response rate and (d) Obtaining sensitive information.

   P.T.O.

SECTION B

5. (a) Explain stratified random sampling and indicate how the selection of stratification variables is determined in a survey. (15 marks)

   (b) Using an example show the difference between proportionate and disproportionate sampling. (5 marks)

6. (a) Illustrate with examples each of the following types of rating scale: (i) *Constant Sum scale* (ii) *Semantic Differential scale* (iii) *Likert scale*. (10 marks)

   (b) Consider the major decisions a researcher must take when developing a non-comparative itemised rating scale. (10 marks)

7. Choose **two** multivariate methods and in respect of each method explain as fully as you can: (i) *Objectives of the method* (ii) *typical examples of its application* (iii) *key statistical output* (iv) *Possible limitations of the method*.

8. (a) Why are contingency tables (crosstabulation) so widely used in data analysis in marketing research? (8 marks)

   (b) The table below shows the relationship between Customer Status and Service Waiting Time at a call centre. Interpret the results as fully as you can and explain the rationale/logic underlying the calculation of the χ^2 statistic. (12 marks)

Customer Status * Time on Hold Crosstabulation

		Time on Hold				Total
		< 1 Minute	1, <2 Minutes	2-4 Minutes	> 4 Minutes	
Customer Status	Regular customer	122	158	141	220	641
	Preferred customer	157	194	166	342	859
Total		279	352	307	562	1500

$\chi^2 = 5.016$; d.f. $= 3$; sig. (p) $= .171$