

Foundation Certificate in Marketing - Stage 2

MARKETING INFORMATION ANALYSIS II

TUESDAY, AUGUST 16, 2005. 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) Describe briefly the task/function of marketing research.(10 marks)
 - (b) Suggest a way of classifying marketing research studies.

(10 marks)

- 2. (a) What is meant by research design in the context of marketing research? (8 marks)
 - (b) What are the chief sources of error in research designs?

(12 marks)

- 3. (a) Clarify the distinction between internal and external secondary data. (8 marks)
 - (b) Illustrate by means of an example how secondary data can be used at different stages of the marketing research process. (12 marks)
- 4. (a) Suggest why qualitative research techniques are indispensable in marketing research. (10 marks)
 - (b) Indicate why the moderator is central to the success of a focus group discussion. (10 marks)

P.T.O.

SECTION B

- 5. Explain the following concepts associated with sample surveying:
 - (i) Population
 - (ii) Sampling Error
 - (iii) Stratification
 - (iv) Finite Population Correction
 - (v) Confidence Interval
- 6. (a) Suggest a way of classifying experimental designs (8 marks)
 - (b) Explain with examples the following types of error which can invalidate experimental findings:
 - (i) History
 - (ii) Main and Interactive Testing Effects
 - (iii) Mortality

(12 marks)

- 7. In the table below are displayed data showing differences in the income of a sample of 1000 employees randomly selected from a large population of employees. Interpret as fully as you can the information displayed.
 - (i) Which statistical test results are reported?
 - (ii) Why was this test used in the analysis?
 - (iii) What conclusions would be drawn from the test results?

	Marital	Ν	Mean	Std.	Std. Error
	status			Deviation	Mean
Income	Unmarried	504	16.7798	4.98039	.22184
(000's of euros)					
	Married	496	16.4032	4.33015	.19443

t = 1.275 d.f. = 998 sig.(p) (two tailed) = .203

- 8. Describe briefly, citing examples, the usual purpose in marketing research of **two** of the following multivariate analysis techniques:
 - (i) Cluster Analysis
 - (ii) Discriminant Analysis
 - (iii) Conjoint Analysis

(20 marks)

(20 marks)