



## EXAMINER'S REPORT

AUGUST 2005

### MARKETING INFORMATION ANALYSIS II (MIA 2)

#### General Comments

Fifteen candidates sat this examination of whom eight attained a pass grade (D) or better. Three candidates achieved an A or B grade.

#### Question 1

Most candidates attempted this question as would be expected, since it in effect calls for a definition of marketing research. There are various ways of classifying marketing research studies which may in some ways confuse students in answering part (b) of this question.

#### Question 2

While most candidates recognised what a research design is few were able to give an adequate account of errors in research designs.

#### Question 3

Part (a) of this question could reasonably be judged as “easy” but part (b) was somewhat more demanding as was reflected in the answers provided.

#### Question 4

Not many candidates were able to answer part (a) convincingly, while as is usual with marketing students almost all felt capable of attempting part (b) on focus groups.

#### Question 5

Few candidates showed a clear grasp of the various statistical concepts associated with sampling.

#### Question 6

Answers to this question were generally quite poor. As with Question Five above, one cannot answer these technical questions adequately without study of the key concepts involved.

#### Question 7

Answers to this question often suggested a degree of vagueness in understanding of the concepts involved.

#### Question 8

This question offered an opportunity to pick up marks on the “more technical” Section B of the paper, without requiring any statistical/mathematical knowledge of the multivariate methods mentioned.