

## **EXAMINER'S REPORT**

**MAY 2005** 

# MARKETING INFORMATION ANALYSIS II (MIA 2)

#### **General Comments**

One quarter of candidates failed to attain the pass mark of 40%, while 10% attained an A grade (70% or over). These results are closely in line with the results of May 2004. In previous years the failure rate tended to be higher than 25%. This year, with the exception of one question which few candidates attempted, questions in Section B were tackled more successfully than has been usual in recent years. In particular, the question on sampling this year was evidently seen as quite manageable

#### **Question 1**

Over 90% of candidates attempted this question. Most answers began by defining marketing research and correctly emphasizing its role in providing key information to decision makers. Candidates had prepared well for this type of question as was shown by the ability of most to clearly identify the required components of a marketing research proposal.

#### **Question 2**

Part (a) of this question would be best approached by a diagrammatic representation of the different types of error as for example in the recommended text. Lacking this, some answers omitted or confused the various types of error. Again with part (b) an effective approach is to present a table comparing the relative advantages and disadvantages of both research designs.

#### **Question 3**

Relatively few candidates could explain what is meant by marketing intelligence. Its meaning is akin to the use of intelligence as in matters relating to espionage and international relations. It means finding out often informally what is going on in the market, what competitors are up to and the like.

#### Question 4

The relative advantages and disadvantages of focus groups appear to be well understood. However as regards part (a) not all candidates who attempted this question can clearly articulate the limitations of research which emphasizes quantification and which accordingly gives rise to the need for qualitative approaches.

#### **Question 5**

Almost all candidates were able to describe the procedure for selecting a systematic random sample and most were able to outline the steps in the sampling design process. However

some have difficulty with the fundamental notion that a sample is chosen to represent a targeted population.

## Question 6

Most who attempted this question failed to adequately explain how non response can lead to biased population estimates. Candidates tended to emphasise the "waste" or cost aspect of non response. Many candidates failed to distinguish between efforts which can be made in advance to reduce non response and procedures which can subsequently be employed to adjust for existing non response.

## **Question 7**

Only a few candidates attempted this question and of these, few were able to interpret adequately the output. Chi Square, t test and Anova output are important parts of the MIA2 syllabus. On this occasion candidates were evidently "thrown" by the appearance of Anova in place of the more usual Chi square or t test output.

## **Question 8**

The multivariate question might be regarded as somewhat easier this year, as it emphasized the purpose and application of the methods rather than the underlying mathematical approach. This was reflected in the somewhat better than usual answers this year by those who attempted the question.