



Foundation Certificate in Marketing - Stage 2

MARKETING INFORMATION ANALYSIS II

TUESDAY, AUGUST 15, 2006. 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. Outline the role of the marketing researcher in the problem definition process.
2. Explain using examples as appropriate, the most usual reason for using (i) exploratory (ii) descriptive and (iii) causal research designs in marketing research.
3. Discuss the advantages and disadvantages of using secondary data and indicate briefly the criteria used in evaluating secondary data.
4. Differentiate and evaluate the main criticisms that can be made of qualitative and quantitative marketing research techniques.

SECTION B

5. (a) Discuss the conditions favouring the use of probability/random sampling versus non probability sampling. (10 marks)
(b) What particular advantages attach to stratified random sampling? (10 marks)
6. Outline briefly the distinct steps of the process involved in preparing survey data for computer based statistical analysis. **P.T.O.**

7. (a) Why do analysts often need to go beyond the cross tabulation of variables when analysing survey data? (10 marks)
- (b) Suggest a way of classifying statistical hypothesis testing procedures. (10 marks)
8. (a) What are the main reasons for using Factor Analysis? (10 marks)
- (b) How essentially does Factor Analysis differ from Multiple Regression Analysis and Discriminant Analysis? (10 marks)