



## Foundation Certificate in Marketing - Stage 2

### MARKETING INFORMATION ANALYSIS II

**TUESDAY, MAY 16, 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. Explain the key differences between a marketing decision problem and a marketing research problem. Illustrate your answer with a suitable example.
2. (a) Indicate the essential differences between exploratory and conclusive research projects. (12 marks)  
(b) What are the principal advantages and disadvantages of panels? (8 marks)
3. Describe briefly **three** types of syndicated sources of secondary data.
4. Discuss the main comparative weaknesses of qualitative and quantitative research methods in marketing research.

#### SECTION B

5. Explain the following concepts of sampling:
  - (i) population
  - (ii) sampling unit
  - (iii) sampling frame
  - (iv) random/probability sampling
  - (v) sampling error

**P.T.O.**

6. (a) What are the main steps in the process of preparing survey data for computer analysis? (12 marks)
- (b) Suggest a suitable classification of statistical techniques used in analysing survey data. (8 marks)
7. In Table A below is shown the average number of managerial staff engaged in various business functions in a sample of firms across three business sectors.

**Table A**

Sector	Function				
	<i>Production</i>	<i>Finance</i>	<i>Marketing</i>	<i>Personnel</i>	<i>Administration</i>
	<i>n</i>		<i>g</i>		
Public Sector	105	130	115	92	172
Pharmaceutical	12	22	7	9	14
Financial Services	34	57	64	44	95
Total	151	209	186	145	281

Analysis of these data produces the following results.

$\chi^2 = 15.8$  df = 8. Critical value of  $\chi^2$  with probability .05 (5% significance level) is 15.50; Contingency Coefficient = .1264

Interpret as fully as you can these results indicating:

- (i) the null hypothesis tested
  - (ii) the statistical test and associated measure used
  - (iii) what the test results indicate
  - (iv) the strength of the association measured
8. For **each** of the following statistical procedures give an example of a marketing research problem suited to using the technique:
- (i) Cluster Analysis
  - (ii) Discriminant Analysis
  - (iii) Conjoint Analysis