Foundation Certificate in Marketing - Stage 2

MARKETING INFORMATION ANALYSIS II

TUESDAY, AUGUST 14, 2007. 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.   Using examples to illustrate your answer, explain the distinction between a marketing decision problem and a marketing research problem.

2.   (a)   Identify some typical types of descriptive studies in marketing research.

       (b)   Discuss the comparative advantages and disadvantages of longitudinal and cross sectional research designs.

3.   Describe briefly the main types of syndicated sources of secondary data.

4.   (a)   Discuss the importance of the moderator in affecting the success or failure of a focus group discussion.

       (b)   Evaluate the utility and effectiveness of conducting focus group discussions on the Internet.

P.T.O.

SECTION B

5. (a) What is meant by the level of measurement of a scale and why is it important?

    (b) Clarify the concepts of validity and reliability as they apply to measurement scales.

6. Explain the following concepts and techniques of sample surveying:
    (i)   Target population
    (ii)   Probability sampling
    (iii) Quota sampling
    (iv)   Sampling frame
    (v)   Stratified random sampling

7. What is the usual purpose of the following statistical techniques when analysing marketing data:
    (i)   Multiple regression
    (ii)   One way analysis of variance
    (iii) Chi square test of association
    (iv)   Partial correlation
    (v)   t test

8. (a) Suggest a way of classifying multivariate statistical techniques.

    (b) Describe as fully as you can the use of **one** of the following multivariate techniques in marketing research:
    (i)   Cluster Analysis
    (ii)   Factor Analysis
    (iii) Conjoint Analysis