



Foundation Certificate in Marketing - Stage 2

MARKETING INFORMATION ANALYSIS II

TUESDAY, MAY 1, 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.
 - (a) Outline briefly the distinct stages in the marketing research process.
 - (b) Using an example, show how a marketing research problem/project arises from a problem facing management.
2.
 - (a) Indicate some typical uses or examples of conclusive research designs in marketing research.
 - (b) Summarise the major, potential sources of error in research designs.
3.
 - (a) Describe very briefly the main types of government and business secondary data sources useful to marketing researchers.
 - (b) What are the essential features of a geodemographic information system?
4.
 - (a) Outline a procedure for planning and conducting focus group discussions.
 - (b) Discuss very briefly the rationale and use of (i) ethnographic research (ii) projective techniques in marketing research.

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SECTION B

5.
 - (a) Define (i) measurement and (ii) scaling and suggest why the attempted measurement of some concepts useful in marketing can present difficulties, or be problematical.
 - (b) What are the main decisions involved in constructing an itemised rating scale?
6.
 - (a) Outline the sampling design process.
 - (b) How would you design and select a quota sample of 100 students from a large, college student population, incorporating the interlocking quota controls (i) type of course/faculty (ii) gender and (iii) year of study?
7.
 - (a) What are the key steps in preparing survey data from questionnaires for computer based statistical analysis?
 - (b) Which considerations determine the selection of a data analysis strategy?
8. Explain briefly the purpose of **each** of the following statistical procedures:
 - (i) Chi square contingency table test
 - (ii) Discriminant analysis
 - (iii) Cluster analysis