



EXAMINER'S REPORT

MAY 2007

MARKETING INFORMATION ANALYSIS II (MIA 2)

General Comments

There appears to be a noticeable improvement in performance in the May 2007 MIA 2 paper, relative to recent years. This is most clearly seen in the percentage of candidates obtaining an A grade (21% of the candidates who took the examination). Also the percentage of candidates who failed to attain a D (pass) grade or better (19%) is lower than the corresponding figure of recent years. It therefore appears, that while the overall numbers taking MIA2 have declined, this year's candidates have prepared better than heretofore for this examination. It is noteworthy that in previous MIA 2 papers there was a large disparity between candidates' performance on Section A and B of the paper, with candidates usually doing much better on Section A. This tendency, though present, was less pronounced in this examination

Question 1

All, but one person, attempted this question. Most performed well obtaining an average mark of approximately 15 out of 20. It is to be expected that the steps in the marketing research process would be well known and understood by candidates, most of whom were also able to cite a suitable example to show how a research project emerges from a marketing problem/opportunity [Q 1(b)].

Question 2

Most of those who attempted this question performed well. Summarizing the errors which arise in research designs [Q 2(b)] is perhaps best represented by means of a diagram, as in the recommended text.

Question 3

Most candidates were able to identify relevant types of external secondary data but a smaller number were able to summarise adequately the essential character of a geodemographic information system, a technology of increasing importance in marketing research.

Question 4

While focus groups are often a favourite topic of students, as they do not appear to entail grasping technical concepts, not all candidates attempted this question, possibly because of uncertainty as to the meaning of ethnographic research, which some students still erroneously identify with the study of ethnic minorities.

Question 5

There was considerable variation in the quality of answer to the question on measurement. The concept of measurement is quite abstract and obviously presents some difficulty. Few candidates were able to suggest plausible reasons why the measurement of some marketing concepts is inherently problematical.

Question 6

The second part of this question, asking how to select a particular quota sample, was not handled well by many candidates, whereas the first part on the general sampling process, is a standard question which most candidates answered adequately.

Question 7

While essentially straightforwardly descriptive, the process involved in preparing data for computer analysis involves considerable detail and some subtle distinctions, accordingly not all candidates find it easy to deal with this type of question with the required level of detail.

Question 8

Candidates find multivariate statistical methods a difficult topic, even when the question asked does not request any mathematical or technical material. Only one fifth of the candidates attempted this question and of these only one person obtained a better than D grade.