Foundation Certificate in Marketing - Stage 2

MARKETING INFORMATION ANALYSIS II

TUESDAY, AUGUST 12, 2008. 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) Using an example, illustrate very briefly the process of problem definition in marketing research.

   (b) List the components of a marketing research proposal.

2. (a) Discuss the relative advantages and disadvantages of cross sectional and longitudinal research designs.

   (b) Describe a situation/problem in marketing where a causal research design would be most appropriate.

3. Write brief notes on:
   (i) Omnibus surveys
   (ii) Diary Media Panels
   (iii) A.C. Nielsen Electronic Scanner Services.

4. (a) Compare and contrast focus groups and depth interviews with respect to: (i) possible interviewer/moderator bias (ii) degree of structure in discussion (iii) obtaining sensitive information.

   (b) Indicate the type of circumstances where projective techniques could be fruitfully used in research projects.

P.T.O.

SECTION B

5. (a) List the steps in the questionnaire design process.

   (b) What are the advantages in data analysis of a ratio scale over an interval scale and the advantages of both over an ordinal scale?

6. (a) What is the distinguishing feature of each of the following random sampling methods:
   (i) Simple random sampling
   (ii) Stratified sampling
   (iii) Cluster sampling?

   (b) Describe very briefly the procedure for selecting a systematic random sample.

7. Explain, using examples as appropriate, the purpose in data analysis of **three** of the following:
   (i) t test of means
   (ii) chi square contingency table test
   (iii) one way analysis of variance (ANOVA) test
   (iv) Mann-Whitney U test

8. In the case of **each** of the following multivariate techniques, describe a situation, or give an example, where the methods might be effectively used: (i) Conjoint Analysis (ii) Cluster Analysis and (iii) Discriminant Analysis.