



EXAMINER'S REPORT

AUGUST 2008

MARKETING INFORMATION ANALYSIS II (MIA 2)

General Comments

In general with the exception of Question 6 (sampling), where two candidates obtained high marks (15 and 17 out of 20), candidates had prepared very poorly for Section B of the paper.

Question 1

Since problem definition is the most critical and in some respects most difficult issue in marketing research it is reasonable to expect a question on this or a related topic on most occasions. Of all the candidates who attempted the question none received less than a pass mark (8).

Question 2

This central question of "research design" was poorly answered in a number of cases, with such candidates showing in particular little understanding of causal research.

Question 3

Adequate answering of questions on syndicated services requires a detailed reading and retention of the relevant material in the recommended text or some alternative authoritative source.

Question 4

As usual, questions on focus groups are "popular".

Question 5

Surprisingly the steps in questionnaire design were not well presented and it is possible that part (b) of the question on levels of measurement, puzzled some candidates.

Question 6

Sampling questions are generally attempted relatively successfully by most candidates and this was the pattern again in this examination.

Question 7

No candidates attempted this question on standard statistical methods.

Question 8

This question was very poorly answered which is surprising as no mathematical or technical information was requested, only examples of the use of such methods.