



## **EXAMINER'S REPORT**

**AUGUST 2007**

### **MARKETING INFORMATION ANALYSIS II (MIA 2)**

#### **Question 1**

All candidates attempted this “standard” question the essential point of which is that while marketing management problems are decision oriented, marketing research is a provider of key information.

#### **Question 2**

This is a typical question on the types of research design common in marketing research.

#### **Question 3**

Surprisingly some MIA2 candidates are not familiar either with the nature or detailed character of the common syndicated services such as scanner based data, media panels and omnibus type surveys.

#### **Question 4**

Because focus groups are often commented on in media reports, questions on this topic tend to be popular with students and it is usually possible to obtain at least some marks for focus group questions.

#### **Question 5**

Only one candidate attempted this question reflecting the fact that questions on measurement are often seen as “technical” or “abstract”.

#### **Question 6**

All candidates attempted this question on sampling. Answers tended to divide into those candidates with a sound grasp of the topic to situations where the candidate showed very little understanding of key sampling issues relevant to marketing.

#### **Question 7**

Questions on statistical or data analytical techniques are generally selected by only a few MIA2 students, generally those who probably have already taken some course in statistics.

#### **Question 8**

Questions on multivariate topics have nearly always stressed the applications in marketing of such methods rather than their relatively complex mathematical basis. This approach should bring multivariate methods within the capabilities of most MIA2 students.