



Foundation Certificate in Marketing - Stage 2

MARKETING INFORMATION ANALYSIS 2

MONDAY, MAY 18, 2009. 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 the distinct components of a marketing research proposal.
 - (b) Show by means of an example why it is vital to define the marketing research problem correctly.
2.
 - (a) What is a causal research design and what is its main purpose?
 - (b) Compare and contrast cross sectional and longitudinal research designs.
3. Describe with examples the main types of syndicated sources of secondary data.
4.
 - (a) Identify what are seen as the principal weaknesses of both quantitative and qualitative research in marketing.
 - (b) Explain very briefly
 - (i) grounded theory; and
 - (ii) action research.

P.T.O.

SECTION B

5. (a) What are the advantages of
 - (i) an equal interval scale over an ordinal scale and
 - (ii) a ratio scale over an interval scale?
- (b) What are the key issues to be considered in developing an itemised rating scale?
6. (a) Outline with an example the sampling design process.
- (b) Describe the procedure for selecting a systematic random sample.
7. Explain briefly with examples the following:
 - (i) parametric and non parametric statistical measures/procedures;
 - (ii) statistical hypothesis testing; and
 - (iii) analysis of variance.
8. Give an example of a typical use in marketing research of **two** of the following:
 - (i) Factor Analysis
 - (ii) Cluster Analysis
 - (iii) Conjoint Analysis