



EXAMINER'S REPORT

MAY 2009

MARKETING INFORMATION ANALYSIS 2 (MIA 2)

General Comments

22% of candidates failed to attain the pass mark of 40. The results followed a uniform distribution with 21% obtaining an A grade (70% or over), 18% B grades, 18% C grades, 21% D grades and 22% scoring below D (18% F's and 4% E).

Question 1

This "standard" question was attempted by most candidates and was answered well in most cases. One or two candidates mistook "Research Proposal" and answered as for "Research Process".

Question 2

Most candidates showed a good grasp of the three basic research designs and their comparative advantages.

Question 3

Most candidates were able to describe the main syndicated data sources adequately.

Question 4

Part (a) of this question (quantitative versus qualitative research methods) was answered well, but only two or three candidates could say what Grounded Research and Action Research are.

Question 5

This question on scaling was answered very well by nearly all candidates who attempted it.

Question 6

As with Question 5 above, most candidates performed well on this "typical" sampling question.

Question 7

Candidates avoided this statistical question with only one or two candidates attempting it.

Question 8

Questions on multivariate methods often present problems, but the emphasis in this particular question on typical uses in marketing of the methods, helped several candidates perform quite well.