Foundation Certificate in Marketing - Stage 2

MARKETING INFORMATION ANALYSIS II

TUESDAY, 2nd MAY 2000. 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) Compare and contrast exploratory and conclusive research designs with respect to:
   (i) typical objectives
   (ii) key characteristics
   (iii) type of outcomes/results. (10 marks)

   (b) Give examples of **two** of the following types of errors affecting research designs:
   (i) surrogate information error
   (ii) measurement error
   (iii) sampling frame error. (10 marks)

2. (a) Suggest a way of classifying external sources of secondary data. (8 marks)

   (b) Describe the essential features of **each** of the following types of syndicated data:
   (i) retail audits
   (ii) diary purchase panels
   (iii) diary media panels. (12 marks)

P.T.O.

3. (a) Indicate what you would consider to be an ideal composition of a focus group, with respect to its size, participants, duration and moderator characteristics. (12 marks)

(b) Give examples of **each** of the following techniques associated with depth interviewing :
(i) laddering
(ii) symbolic analysis
(iii) hidden issue questioning. (8 marks)

4. (a) Distinguish between measurement and scaling and provide an example of **each** of the four primary scales of measurement. (12 marks)

(b) Why would a researcher need to consider carefully the level at which a particular variable or attribute is measured? (8 marks)

SECTION B

5. In the context of marketing research, what are the main strengths and weaknesses of **each** of the following sampling techniques:
(i) simple random sampling
(ii) stratified random sampling
(iii) quota sampling?
(20 marks)

6. (a) Outline the sequence of steps involved in preparing survey data for computer-based statistical analysis. (12 marks)

(b) What options are available for dealing with missing responses when analysing survey data? (8 marks)

7. Explain briefly, using examples as appropriate, the usual purpose in marketing research of **each** of the following:
(i) Bivariate linear regression analysis
(ii) Stepwise multiple regression analysis
(iii) Two way analysis of variance
(iv) Discriminant function analysis. (20 marks)

8. A sample of 1,504 adults is randomly selected from a large population. Each individual in the sample is asked to rate his/her level of personal happiness. The resulting data when analysed, produced the following:

	Very Happy	**Quite Happy**	**Not Happy**
Male	206	374	53
Female	261	498	112

Chi square (χ^2) = 7.739 with d.f. = 2 and p = .021
Cramer's V = .0717

(i) What in your view is the essential issue of interest to the researcher here?
(ii) State the null hypothesis tested.
(iii) What is the purpose of the statistical tests/measures used?
(iv) What conclusions should be drawn? (20 marks)