Foundation Certificate in Marketing - Stage 2

MARKETING INFORMATION ANALYSIS II

TUESDAY, MAY 10, 2005. 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)   Summarise briefly the role of the marketing researcher in supporting marketing decision makers.   (10 marks)
     (b)   What are the essential components of a marketing research proposal?   (10 marks)

2.   (a)   Outline briefly the potential sources of error in research designs.
                                                                            (10 marks)
     (b)   What are the key, relative advantages and disadvantages of longitudinal and cross-sectional research designs?   (10 marks)

3.   (a)   Distinguish, with examples as appropriate, between (i) primary data (ii) secondary data (iii) marketing intelligence   (12 marks)

     (b)   What is a geodemographic classification of consumers?   (8 marks)

4.   (a)   Discuss some weaknesses of quantitative research methods which give rise to the need for qualitative methods in marketing research?(10 marks)

     (b)   What do you see as the main benefits and drawbacks of focus groups in marketing research?   (10 marks)

P.T.O.

SECTION B

5. (a) Outline the steps in the sampling design process. (10 marks)

(b) Describe the procedure for selecting a systematic random sample.
(10 marks)

6. (a) Why is non-response in surveys a source of concern for researchers? (8 marks)

(b) What strategies are available for adjusting for non response?
(12 marks)

7. **Household Income in Thousands**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	376079.7	4	94019.925	15.309	.000
Within Groups	39276042	6395	6141.680		
Total	39652122	6399			

Interpret as fully as you can the information in the above table

(i) What type of analysis is involved?
(ii) Given that the classificatory/independent variable is level of education, how many levels of education are compared?
(iii) What conclusions would the analyst draw?
(iv) What further analysis would be required?

Note: Dependent variable is household income in thousands of euros. Independent variable is level of education. (20 marks)

8. Outline the usual purpose, giving examples as appropriate, of **two** of the following multivariate techniques:
(i) Factor Analysis
(ii) Cluster Analysis
(iii) Conjoint Analysis (20 marks)