JUNE 2013 EXAMINATION

DATE: 7 JUNE 2013

TIME: 14H00 – 17H00
TOTAL: 100 MARKS

DURATION: 3 HOURS
PASS MARK: 40%

(BUS-MR)
MARKETING RESEARCH

THIS EXAMINATION PAPER CONSISTS OF 4 QUESTIONS:

ANSWER ALL THE QUESTIONS (100 MARKS)

INSTRUCTIONS:

1. Read the following instructions carefully before answering the paper, as failure to act upon them will result in a loss of marks.
2. Write your answers in your answer book, which is provided in the exam.
3. Ensure that your name and student number are clearly indicated on your answer book.
4. Write your answers in either blue or black ink in your answer book.
5. Read each question very carefully before you answer it and number your answers exactly as the questions are numbered.
6. Begin with the question for which you think you will get the best marks.
7. Note the mark allocations for each question – give enough facts to earn the marks allocated.
   Don't waste time by giving more information than required.
8. You are welcome to use diagrams to illustrate your answers.
9. Please write neatly – we cannot mark illegible handwriting.
10. Any student caught cheating will have his or her examination paper and notes confiscated.
    The College will take disciplinary measures to protect the integrity of these examinations.
11. If there is something wrong with or missing from your exam paper or your answer book, please inform your invigilator immediately. If you do not inform your invigilator about a problem, the College will not be able to rectify it afterwards, and your marks cannot be adjusted to allow for the problem.
12. This paper may be removed from the examination hall after the examination has taken place.
QUESTION 1
Discuss consumer panel research under the following headings:

(a) Panel membership  (5)
(b) Nature, size and composition  (3)
(c) Recruitment of panel members  (3)
(d) Advantages of consumer panels  (10)
(e) Cost of panel surveys  (4) [25]

QUESTION 2
Discuss the structure of a report under the following headings:

(a) Introduction and explanation  (10)
(b) Conclusions and recommendations  (5)
(c) Body of the report  (5)
(d) Appendices  (5) [25]

QUESTION 3
(a) Develop a questionnaire which can be used to test the opinion of the public in your area on their perception of Coca Cola as a soft drink. The questionnaire must meet the following requirements:

- Establish the demographics of the respondents.
- Determine the opinions of respondents towards Coca Cola in terms of taste, product size, variety, etc.

Your questionnaire must also be reflective of EACH of the following types of questions:

- Open ended question;
- Dichotomous question;
- Multiple choice question; and
- Ranking question.  (20)

(b) Briefly discuss the editing of questionnaires.  (5) [25]
QUESTION 4

Discuss the eight different stages of 'test marketing' as a data-gathering technique. [25]

TOTAL: 100 MARKS