

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS MANAGEMENT
MSc In MARKETING

MARKETING RESEARCH - CBU 5103

JUNE 2008 SUPPLIMENTARY EXAM TIME ALLOWED: 3 HRS + 30 Mins

INSTRUCTIONS TO CANDIDATES

- The paper is made up of three sections, A, B and C
- Answer **all** questions in section A and **one** each from sections B and C
- Credit will be given for appropriate use of examples
- The extra 30 minutes allowed is reading and preparation time. Candidates are permitted to make notes on the question paper but not to write in the answer book during this period.

SECTION A

(Compulsory – Answer all Questions)

QUESTION 1 – (MINI CASE)

The Herald Online Edition Monday 16 June 2008

Forex liberalisation pays off

Business Reporter

THE Bankers' Association of Zimbabwe says it is now handling almost 50 percent of foreign currency transactions in the country since the liberalisation of the exchange rate policy on April 30.

BAZ president Dr John Mangudya said this at last week's National Economic Consultative Forum but did not explain how they arrived at the figure since foreign currency trades on the parallel are not captured in official statistics.

Prior to the floating of the exchange rate, most foreign currency transactions were being handled by the central bank.

He said the illegal market had continued to thrive because there was so much money in the market and the economy had been informalised.

"We have a case of too much money chasing few goods and farmers who were recently

paid for their tobacco cannot get inputs and that money is finding its way onto the Zimbabwe Stock Exchange or the parallel market.

"The stock market and parallel market are working as shock absorbers or sponges to mop up any excess liquidity," he said.

Dr Mangudya said money supplied to farmers and business under the Agricultural Sector Productivity Enhancement Facility and the Basic Commodities Supply-Side Intervention facilities had also been used for arbitrage.

He said further gains would depend on the enactment of ideal policies to formalise the informal sector.

"At least 80 percent of our economy is informal and we are fighting to formalise it, so there is need to continue implementing policies that would help achieve this," he said.

Financial institutions had managed to close in on rates applying on the parallel market through the interbank rate, which changes on a daily basis.

The interbank rate has since moved from \$160 million to US\$1 when the system was introduced six weeks ago and was averaging \$3 billion to US\$1 by end of last week.

The interbank rate was introduced as part of a raft of monetary measures announced by Reserve Bank of Zimbabwe Governor Dr Gideon Gono to stimulate economic growth .

Under the measures contained in the First Quarter Monetary Policy Statement on April 30, the central bank proposed a willing-buyer, willing-seller system.

Every business day, each bank displays the average buying and selling prices for foreign exchange, it would be offering.

The central bank also procures foreign currency from the inter-bank market if it falls short of required Government strategic imports and other foreign payments.

NGOs, embassies, international organisations, Zimbabweans in the Diaspora and other foreign currency holders can dispose of their foreign currency at any authorised dealer of their choice.

Homelink and other Money Transfer Agencies are supposed to on-sell their foreign exchange purchases to the Reserve Bank.

The money received would then be channelled towards meeting the country's debt payment obligations, to import critical inputs, machinery, spare parts, electricity, fuel and chemicals, among other essentials.

The availability of foreign currency was a prerequisite for ensuring macro-economic stability.

Case Questions:

- a) Identify and discuss the Reserve Bank of Zimbabwe's (RBZ) research needs in light of the liberalisation of the foreign exchange market that the central bank recently adopted.

[20 Marks]

- b) Prepare a detailed research proposal that may be used to effect research into the issues you have identified in a) above. The proposal should contain all pertinent information regarding the research.

[30 Marks]

SECTION B
(Answer One Question)

QUESTION 2

A local Small and Medium Size Enterprises (SME) support organisation for women entrepreneurs is conducting a needs assessment study for its members. The following issues are of interest in the study, which is going to be conducted through group discussions:

- 1.1 An assessment the general level of awareness and adequacy of services currently being provided by the organisation to the target group.
- 1.2 Identifying the capacity building needs of women entrepreneurs and their service expectations.
- 1.3 Identifying the challenges that are faced by women entrepreneurs in running the enterprises.
- 1.4 Identifying ways of growing the organisation's membership base in the country and explore reasons why some women entrepreneurs are not members of the organisation.
- 1.5 Identifying from past WIB members, the reasons for pulling out from the organisation.
- 1.6 Assessment of the role government can play in assisting women entrepreneurs.
- 1.7 Assessment of awareness of other SME support organisations and the services and products they provide entrepreneurs.

You are required to prepare a group discussion guide that can be used to collect the above identified information and any other pieces of information that may be relevant in this particular study.

[25 Marks]

QUESTION 2

Conduct and analysis of why traditional market research methodologies have held their own in the face of advancements in modern day technology that have had a profound impact on the practice of market research.

[25 Marks]

SECTION C (Answer One Question)

QUESTION 4

The following table compares the performance of candidates who sat for an MSc Marketing exam in one of the previous years' examination papers. This was specifically for those candidates who attempted questions two and three of the examination paper. Each question was being marked out of twenty-five (25) possible marks.

SUMMARY STATISTICS	QUE.2	QUE.3
Candidates / Attempts (No.)	23	25
Passes (No.)	15	18
Failures (No.)	8	7
Highest (/25)	17	20
Lowest (/25)	8	8
Range	9	12
Mean (/25)	13.0	14.6
Median (/25)	13	15
Upper Quartile (/25)	15	18
Lower Quartile (/25)	12	12
Inter-Quartile Range	3	6

Based on the statistics contained in the table above, you are required to write a report explaining on which of the two questions did the candidates perform better, overall.

[25 Marks]

PTO.../5

QUESTION 5

A fast moving Consumer Goods Company is measuring consumer satisfaction on its recently launched product. One of the issues it wants to investigate is whether or not male and female respondents differ in their attitude towards the product. The following SPSS output for an independent t-test has been generated from market research data.

t-test for independent samples of SEX sex of the respondent					
	Variable	Number of Cases	Mean	SD	SE of Mean
	PRODUCT	Satisfaction with the product			
	SEX M	20	6.6000	1.188	.266
	SEX F	15	6.2667	1,223	.316
Mean Difference = .3333					
Levene's Test for Equality of Variances: F = .016 P = .900					
t-test for Equality of Means					
Variances	t-value	df	2-Tail Sig	SE of Diff	95% Confd Inter for Diff
Equal	0.81	33	0.423	0.411	(-.503; 1.169)
Unequal	0.81	29.82	0.426	0.413	(-.509; 1.176)

- Formulate the null (H_0) and alternative (H_1) hypotheses based on the above output. **[3 Marks]**
- In simple and non-technical terms, write a detailed report to the brand manager interpreting the results contained in the above output. **[18 Marks]**
- State any assumptions that you had to make in interpreting the results above. **[4 Marks]**

**End of Exam Paper
Good Luck!**