

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

BACHELOR OF COMMERCE (HONOURS) DEGREE

MARKETING RESEARCH – CBU 2101

SUPPLEMENTARY EXAMINATION – AUGUST 2013

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

Answer any **Four** questions.

INFORMATION TO CANDIDATES

- (i) All questions carry **25** marks each.
- (ii) Questions may be answered in any order.
- (iii) Credit will be given for the use of appropriate examples.
- (iv) This paper contains **Seven** Questions.

QUESTION 1

‘A decision on the methods of data gathering is one of the main stages in the marketing research process.’ Discuss this statement using an organisation of your choice. **[25 Marks]**

QUESTION 2

Explain how you would structure an interview schedule for a focus group. **[25 Marks]**

QUESTION 3

Discuss the following terms as used in Marketing Research.

- (a) Problems of secondary sources **[5 Marks]**
- (b) Surveys **[5 Marks]**
- (c) Exploratory research design **[5 Marks]**
- (d) Descriptive research design **[5 Marks]**
- (e) Research proposal **[5 Marks]**

QUESTION 4

Explain the main stages in designing a comprehensive questionnaire.

[25 Marks]

QUESTION 5

'Fieldwork is an important component in marketing research.' Discuss. **[25 Marks]**

QUESTION 6

Discuss the importance of the following elements in a research report:

- (a) Title page **[5 Marks]**
- (b) Executive summary **[5 Marks]**
- (c) Introduction chapter **[5 Marks]**
- (d) Methodology **[5 Marks]**
- (e) Findings and conclusions. **[5 Marks]**

QUESTION 7

How would you use both the qualitative and quantitative analysis techniques in your research?

[25 Marks]

END OF EXAMINATION