NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

MARKETING RESEARCH – CBU 2101

FINAL EXAMINATION – APRIL 2009

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

(i)   Answer any FOUR (4) questions
(ii)   All questions carry **25** marks each
(iii)   Questions may be answered in any order
(iv)   As much as possible, use relevant examples

QUESTION 1

Discuss using examples the following:

(a)   Advertising and promotion research   [9 Marks]

(b)   Product research   [8 Marks]

(c)   Pricing research   [8 Marks]

QUESTION 2

Explain, using examples a scenario in which you will use the following:

(a)   Focus group   [12½Marks]

(b)   Depth interviews   [12½Marks]

QUESTION 3

Write short notes on the following:

(a)   Projective techniques   **[5 Marks]**

(b)   Semantic / Numeric differential scales   **[5 Marks]**

(c)   Surveys   **[5 Marks]**

(d)   Non-probability   **[5 Marks]**

(e)   Likert scales   **[5 Marks]**

QUESTION 4

Using examples, describe a situation where you would use:

(a)   Exploratory research   **[9 Marks]**

(b)   Descriptive research   **[8 Marks]**

(c)   Causative research   **[8 Marks]**

QUESTION 5

"Secondary information in marketing research is not necessarily reliable",
discuss.   **[25 Marks]**

QUESTION 6

Discuss two methods that you can use to analyse quantitative data.
                                                                              [25 Marks]

QUESTION 7

Describe three probability methods. In your answer show the applicability of
these methods.   **[25 Marks]**