

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE**

**DEPARTMENT OF BUSINESS MANAGEMENT**

**MARKETING RESEARCH- CBU 2101**

**SUPPLEMENTARY EXAMINATION – AUGUST 2010**

**TIME ALLOWED: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

Answer question **one** and any other **three** questions from section B.

**INFORMATION TO CANDIDATES**

- i) Questions may be answered in any order.
- ii) All questions carry **25** marks.
- iii) Credit will be given for use of pertinent examples.
- iv) This paper consists of **seven** questions.

**SECTION A**

**QUESTION 1**

In the following situations, decide whether you would use a personal interview, telephone survey or self-administered questionnaire. Give your reasons.

- a) A survey of the residents of a new subdivision on why they happened to select that area in which to live. You also wish to secure some information about what they like and do not like about life in the subdivision. **[5 Marks]**
- b) A poll of students at NUST on their preferences among three candidates who are running for the student presidency. **[5 Marks]**
- c) A survey of 58 wholesale grocery companies, scattered all over Zimbabwe, on their personnel management policies for warehouse personnel. **[5 Marks]**
- d) A survey of financial officers of selected companies in Zimbabwe to learn their predictions for the economic outlook in their industries for the coming year. **[5 Marks]**
- e) A study of applicant requirements, job tasks and performance expectations as part of a job analysis of student work-study jobs on a college campus of 3000 students where 2500 students are involved in the work study program. **[5 Marks]**

## **SECTION B**

### **QUESTION 2**

You have been asked to determine how hospitals in Zimbabwe prepare and train volunteers. Since you know relatively little about this subject, how will you find out? Be as specific as possible. [25 Marks]

### **QUESTION 3**

- a) Describe the four major sources of measurement error. [15 Marks]
- b) Illustrate by example how each of these might affect measurement results in a face –to –face interview situation. [10 Marks]

### **QUESTION 4**

- a) Distinguish between focus groups and in-depth interviews. [15 Marks]
- b) What are the advantages and disadvantages of each method? [10 Marks]

### **QUESTION 5**

Describe the following:

- a) Research design [5 Marks]
- b) Sampling design [5 Marks]
- c) Data collection [5 Marks]
- d) Data analysis [5 Marks]
- e) Research proposal [5 Marks]

### **QUESTION 6**

- a) Compare and contrast qualitative and quantitative data. [15 Marks]
- b) Why is each type of data (qualitative and quantitative) useful in marketing research? [10 Marks]

**END OF EXAMINATION**