

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

MASTER OF SCIENCE IN MARKETING

FINAL EXAMINATIONS – APRIL 2011

MARKETING RESEARCH - CBU 5103

TIME ALLOWED: 3 HOURS 15 MINUTES

INSTRUCTIONS TO CANDIDATES

- i. Answer **all** questions in section **A**; **one** question in section **B** and **one** question in section **C**.

INFORMATION TO CANDIDATES

- i. The paper is made up of three sections, A, B and C.
- ii. Credit will be given for appropriate examples.
- iii. Question one carries **50** marks.
- iv. Questions may be answered in any order.

SECTION A

Question 1

Enzinda Pvt Ltd is in the tourism business and currently focuses on the provision of accommodation and conferencing facilities. Its flagship lodge is situated in an upmarket suburb adjacent to a primary private school. In an attempt to diversify the business' revenue streams, the Board has instructed management at the flagship lodge to look into the viability of introducing a tea garden with internet facilities. Management has thus commissioned a study to determine whether there is a business case to justify launching the tea garden. Due to

limited resources, management decided to carry out the study using a NUST Marketing Research student. Being aware of the advantages of using mixed methods research, the student decided to use both a questionnaire based survey and some interviews in carrying out the study.

- i) Design a questionnaire which you will use to carry out the survey. Your questionnaire should not have more than **fifteen** questions. Justify each item included in your questionnaire. **[15 Marks]**
- ii) Using illustrations, explain how you will analyse the data collected in (i) above. **[10 Marks]**
- iii) Describe how you will carry out the interviews. **[5 Marks]**
- iv) Using examples explain the term mixed methods research. **[5 Marks]**
- v) Discuss the qualitative versus quantitative research debate. **[15 Marks]**

SECTION B

Question 2

- i) What is sampling? **[5 Marks]**
- ii) Identify and using examples, discuss four sampling methods. **[10 Marks]**
- iii) There are four main issues in quantitative data analysis, these are:
 - a) Hypotheses
 - b) Causality
 - c) Generalisability
 - d) Reliability

Using examples discuss and illustrate two of the four main issues in quantitative data analysis. **[10 Marks]**

Question 3

- i) Total survey error is a result of sampling error and systematic error. Discuss giving examples to clarify your points. [10 Marks]
- ii) What is standard deviation and what is its importance? [5 Marks]
- iii) Using examples explain the concept of bivariate regression analysis [10 Marks]

SECTION C

Question 4

- i) Ethics are an important issue in marketing research. Discuss. [10 Marks]
- ii) Discuss the impact the internet has had and continues to have on the practice of marketing research [15 Marks]

Question 5

Explain the activities you would associate with **each** stage of the marketing research process. [25 Marks]

END OF EXAMINATION