



Foundation Certificate in Marketing - Stage 2

MARKETING INFORMATION ANALYSIS 2

MONDAY, MAY 10, 2010. TIME: 9.30 am - 12.30 pm

Please attempt **FIVE** questions, including at least **TWO** questions from each section.

(If more than the specified number of questions are attempted, delete those you do not wish to have marked. Otherwise the Examiner will mark the **FIRST** five questions in your Answer Book).

All questions carry equal marks.

Do **NOT** repeat the question in your answer, but show clearly the number of the question attempted on the appropriate page of the Answer Book.

SECTION A

1. Show by means of an example how a detailed research proposal is developed from a marketing problem or opportunity presented to the researcher.
2.
 - (a) Describe briefly the principal research designs used in marketing research.
 - (b) Discuss very briefly the different types of test markets encountered in marketing research.
3.
 - (a) Suggest a way of classifying external secondary data sources available to marketing researchers.
 - (b) Explain briefly **either** Electronic Scanner Services (A.C. Nielsen) **or** Geodemographics.
4. Discuss briefly **two** of the following:
 - (i) projective techniques
 - (ii) grounded theory
 - (iii) depth interviews
 - (iv) ethnographic research

P.T.O.

SECTION B

5.
 - (a) Describe briefly with examples, the four primary scales of measurement.
 - (b) What are the main decisions to be made in developing an itemised rating scale?
6. Explain how probability (random) sampling methods differ from non probability methods and discuss the factors which influence the choice of either type in a given research project.
7. Write brief notes on **three** of the following:
 - (i) non parametric tests
 - (ii) multiple regression
 - (iii) analysis of variance
 - (iv) chi square contingency table test
8. Explain the rationale and give an example of a typical use of **two** of the following:
 - (i) Conjoint analysis
 - (ii) Cluster analysis
 - (iii) Discriminant analysis