



Foundation Certificate in Marketing - Stage 2

MARKETING INFORMATION ANALYSIS 2

MONDAY, AUGUST 17, 2009. 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 question in answer, but show clearly the number of the question attempted on the appropriate page of the Answer Book.

SECTION A

1. (a) Explain, using examples, how marketing research can help marketing managers' decision making.
(b) List the key steps in the marketing research process.
2. (a) Explain the meaning and significance of research designs in marketing research.
(b) Discuss the potential sources of error which can adversely affect a research design.
3. (a) What criteria should be used in evaluating external secondary data?
(b) Explain what is meant by a geodemographic classification of consumers.
4. (a) Describe a procedure for planning and conducting focus groups.
(b) Present a critique of projective techniques as used in marketing research.

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SECTION B

5.
 - (a) Outline a coherent sequence of steps which could be followed in developing a questionnaire.
 - (b) Explain briefly the concepts of validity and reliability as they apply to questionnaires or rating scales.

6.
 - (a) Describe stratified random sampling and indicate with an example its particular advantages.
 - (b) What are the advantages and disadvantages of quota sampling?

7.
 - (a) Define, or explain:
 - (i) sampling distribution;
 - (ii) finite population correction; and
 - (iii) confidence interval.
 - (b) Suggest a way of classifying (statistical) hypothesis testing procedures.

8. Explain briefly, citing examples, the usual purpose of **three** of the following:
 - (i) Factor Analysis
 - (ii) Cluster Analysis
 - (iii) Discriminant Analysis
 - (iv) Conjoint Analysis