

**CERTIFIED PROFESSIONAL MARKETER (ASIA PACIFIC)  
QUALIFYING EXAMINATIONS**

**SEPTEMBER 2002**

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<b>SUBJECT</b>	<b>:</b>	<b>MARKETING RESEARCH</b>
<b>DATE</b>	<b>:</b>	16 SEPTEMBER 2002 (MONDAY)
<b>TIME</b>	<b>:</b>	6.30PM TO 9.30PM

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**INSTRUCTIONS TO CANDIDATES**

1. The duration of this examination is **THREE (3)** hours.
2. This examination paper consists of **THREE (3)** sections. An answer sheet is also attached.

**SECTION A (10 MARKS)**

Section A has **TEN (10)** multiple-choice questions worth **one mark** each. Answer all questions by circling your answer on the answer sheet provided. Attach the answer sheet together with the Answer Book. No deductions will be made for incorrect answers or non-responses.

**SECTION B (30 MARKS)**

Section B has **THREE (3)** questions, each worth **10 marks**. Answer **ALL** questions in the answer book provided.

**SECTION C (60 MARKS)**

Section C has **SIX (6)** questions. Answer any **THREE (3)** questions in this section in the answer book provided. Each question carries **20 marks**.

3. Please write your Examination Registration Number on all examination materials handed in. Do not write your name.
4. Total number of pages(including this page) : **9**

**SECTION A: MULTIPLE CHOICE (10 MARKS)**

**Carefully read the TEN (10) multiple-choice questions given below and answer ALL of them. Circle your answers on the answer sheet provided. Each correct answer is worth one (1) mark. No deductions will be made for incorrect answers or non-responses. Remove the answer sheet and attach it to the Answer Book.**

1. Ideally, the point at which marketing research should enter into the decision-making process is \_\_\_\_\_.
  - a. recognition and formulation of problems or opportunities
  - b. the identification of specific alternatives
  - c. the evaluation and selection of alternatives
  - d. the implementation of selected course of action.
  
2. To be effective, a researcher must view the problem situation from the perspective(s) of \_\_\_\_\_.
  - a. his/her own
  - b. the decision maker
  - c. a representative of the decision maker
  - d. all of the above
  
3. A researcher in Manila is planning to conduct a descriptive research. He must remember that such a research is inappropriate if the objective(s) of the research is (are) to \_\_\_\_\_.
  - a. portray the characteristics of marketing phenomena and the frequency of occurrence.
  - b. determine the degree to which marketing variables are associated.
  - c. make predictions regarding the occurrence of marketing phenomena.
  - d. do A and C above
  
4. If you were to arrange the measurement scales in order of complexity (simplest to most complex), you would choose \_\_\_\_\_.
  - a. Nominal, interval, ordinal, ratio.
  - b. Interval, ratio, nominal, ordinal.
  - c. Ratio, interval, nominal, ordinal
  - d. Nominal, ordinal, interval, ratio

5. Attitude measurement plays a key role in marketing in \_\_\_\_\_.
- development of segmentation/positioning strategy
  - evaluating advertising effectiveness
  - predicting product acceptance
  - all of A,B and C above.
6. In an experiment, the variables which distort measures such that one's ability to make causal inferences is impaired are known as \_\_\_\_\_.
- dependent variables
  - pendent variables
  - extraneous variables
  - exogenous variables
7. The potential source of bias resulting from an incomplete target population listing is most serious in \_\_\_\_\_.
- personal interviewing
  - telephone interviewing
  - mail survey
  - none of the above listed techniques.
8. Relative to open-ended questions, multiple choice questions \_\_\_\_\_.
- reduce time and cost associated with data processing
  - increase interviewer bias.
  - are more difficult to administer
  - do none of the above
9. An appropriate measure of central tendency for nominal scale data is \_\_\_\_\_.
- the mode
  - the median
  - the mean
  - all of the above
10. Of the following, \_\_\_\_\_ is not a characteristic of a well-written research report.
- concise
  - standardized
  - objective
  - lucid

**SECTION B: (30 MARKS)**

**There are THREE (3) questions, each worth 10 marks, in this section. Answer ALL questions in the answer book provided.**

**Question 1**

What is marketing research? List five different ways that the National Airlines of your country can effectively utilize marketing research.

(10 marks)

**Question 2**

Secondary sources of data in many of the developing nations, including those in Asia, are often considered unreliable for many different reasons. If you were to use secondary data in conducting a marketing research in your own country, what evaluative criteria would you use? Explain your answer.

(10 marks)

**Question 3**

Briefly comment on the following statement:

*"Use of on-line market research as a data collection tool is fast gaining momentum in the developed nations of the world; it is unlikely that it would be the case in most Asian nations in the next ten years."*

(10 marks)

## **SECTION C (60 MARKS)**

**Answer any THREE (3) of the SIX (6) questions. Each is worth 20 marks.**

### **Question 1**

A manufacturer of a new birth control device for men is interested in marketing their product in Bangladesh, a populous moderate Muslim country in Asia.

- a. What are the problems of undertaking primary research for a product like this in the country named? (8 marks)
- b. How can these problems be overcome? (6 marks)
- c. The manufacturer conducted a similar mail survey research in Thailand. Can the company replicate the same study in Bangladesh using the same questionnaire? Why or why not? (6 marks)

### **Question 2**

Ramon Sese Lamba, a jeweler in Suva, Fiji wants to gather some information about his current and potential consumers. He is particularly interested to know their average spending on different types of jewelry items, their race, incomes and occupations, time of the year when jewelry purchases are heaviest and lightest, sales of leading competitors, the criteria people use in choosing gold jewelry, and level of satisfaction.

Explain how the firm should set up and implement a marketing intelligence network. Include internal and external data sources in your answer.

(20 marks)

### **Question 3**

In the capital city of your country, Hamburgers are sold by both Burger King [the international fast food chain] and Tasty Burger [a local independent fast food restaurant]. If both intend to gather data about the respective competitors' marketing practices, how would the research design of each will vary? Why?

(20 marks)

#### **Question 4**

- a. What is meant by reliability and validity in marketing research ? (4 marks)
- b. Discuss the problems peculiar to personal interview in field operations? (8 marks)
- c. How would you identify data collection instruments that are unacceptable for data processing? (8 marks)

#### **Question 5**

A popular women's magazine of your country wants to conduct a readership poll concerning the social attitudes and behavior of its readers. One suggestion was to place a questionnaire in all copies of a particular issue of the magazine and request all its 16,873 subscribers to return the completed questionnaire to the publisher. The data could then be processed and analyzed by a professional research firm at a cost of \$1.10 per questionnaire. As an incentive, each respondent returning the questionnaire may be given a wall calendar costing \$1.00. Records show that in similar research studies conducted in the past, about 10% of the subscribers participated.

An alternative suggestion was, however, to seek the help of a professional marketing researcher to do the job. When approached by the magazine, a professor of marketing research at the local university suggested that random sampling would be more appropriate. Based on his experience as a researcher he claimed that even if the magazine accepts a stringent  $\pm 2$  percent margin of error and wishes to be 95% confident about the results, statistical sampling will minimize cost of the research and yield a more representative and generalizable result.

Critically evaluate the researcher's claim. Assume that (i) each questionnaire costs 40 cents to administer and (ii) the researcher also likes to distribute the calendars as an incentive. Also note that the researcher asked for a nominal \$1,000 as his consultation, data processing and analysis fee.

(20 marks)

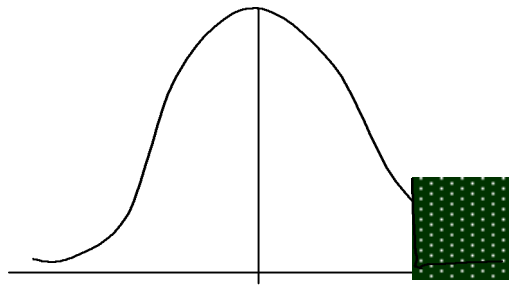
### Question 6

A distributor of electronic products in Penang, Malaysia recently conducted a study to determine the average value of such products per household. Results of personal interviews conducted with a random sample of 400 home owners revealed the following:

<u>Average value of Electronic Products in Ringgit</u>	<u>Number of Homes</u>
Less than 250 Ringgit	35
R 251 - R 500	40
R 501 - R 750	55
R 751 - R 1000	65
R 1001 - R 1250	65
R 1251 - R 1500	75
R 1501 - R 1750	40
R 1751 - R 2000	20
More than 2000 Ringgit	5
Total number of households	400

- Convert the preceding information into percentages (2 marks)
- Compute the cumulative absolute frequencies (2 marks)
- Compute the cumulative relative frequencies (2 marks)
- Prepare a histogram and frequency polygon with the average value of electronic equipment on the X -axis and the absolute frequencies on the Y-axis. (4 marks)
- Graph the empirical cumulative distribution function with the average value on the x-axis and the relative frequency in the y-axis. (4 marks)
- Calculate the mean, median, mode and standard deviation. (6 marks)

### Area under the Normal Curve



z	.00	.01	.02	.03	.04	.05	.06	.07	.08	.09
0.0	.0000	.0040	.0080	.0120	.0160	.0199	.0239	.0279	.0319	.0359
0.1	.0398	.0438	.0478	.0517	.0557	.0596	.0636	.0675	.0714	.0753
0.2	.0793	.0832	.0871	.0910	.0948	.0987	.1026	.1064	.1103	.1141
0.3	.1179	.1217	.1255	.1293	.1331	.1368	.1406	.1443	.1480	.1517
0.4	.1554	.1591	.1628	.1664	.1700	.1736	.1772	.1808	.1844	.1879
0.5	.1915	.1950	.1985	.2019	.2054	.2088	.2123	.2157	.2190	.2224
0.6	.2257	.2291	.2324	.2357	.2389	.2422	.2454	.2486	.2518	.2549
0.7	.2580	.2612	.2642	.2673	.2704	.2734	.2764	.2794	.2823	.2852
0.8	.2881	.2910	.2939	.2967	.2995	.3023	.3051	.3078	.3106	.3133
0.9	.3159	.3186	.3212	.3238	.3264	.3289	.3315	.3340	.3365	.3389
1.0	.3413	.3438	.3461	.3485	.3508	.3531	.3554	.3577	.3599	.3621
1.1	.3643	.3665	.3686	.3708	.3729	.3749	.3770	.3790	.3810	.3830
1.2	.3849	.3869	.3888	.3907	.3925	.3944	.3962	.3980	.3997	.4015
1.3	.4032	.4049	.4066	.4082	.4099	.4115	.4131	.4147	.4162	.4177
1.4	.4192	.4207	.4222	.4236	.4251	.4265	.4279	.4292	.4306	.4319
1.5	.4332	.4345	.4357	.4370	.4382	.4394	.4406	.4418	.4429	.4441
1.6	.4452	.4463	.4474	.4484	.4495	.4505	.4515	.4525	.4535	.4545
1.7	.4554	.4564	.4573	.4582	.4591	.4599	.4608	.4616	.4625	.4633
1.8	.4641	.4649	.4656	.4664	.4671	.4678	.4686	.4693	.4699	.4706
1.9	.4713	.4719	.4726	.4732	.4738	.4744	.4750	.4756	.4761	.4767
2.0	.4772	.4778	.4783	.4788	.4793	.4798	.4803	.4808	.4812	.4817
2.1	.4821	.4826	.4830	.4834	.4838	.4842	.4846	.4850	.4854	.4857
2.2	.4861	.4864	.4868	.4871	.4875	.4878	.4881	.4884	.4887	.4890
2.3	.4893	.4896	.4898	.4901	.4904	.4906	.4909	.4911	.4913	.4916
2.4	.4918	.4920	.4922	.4925	.4927	.4929	.4931	.4932	.4934	.4936
2.5	.4938	.4940	.4941	.4943	.4945	.4946	.4948	.4949	.4951	.4952
2.6	.4953	.4955	.4956	.4957	.4959	.4960	.4961	.4962	.4963	.4964
2.7	.4965	.4966	.4967	.4968	.4969	.4970	.4971	.4972	.4973	.4974
2.8	.4974	.4975	.4976	.4977	.4977	.4978	.4979	.4979	.4980	.4981
2.9	.4981	.4982	.4982	.4983	.4984	.4984	.4985	.4985	.4986	.4986
3.0	.49865	.4987	.4987	.4988	.4988	.4989	.4989	.4989	.4990	.4990
4.0	.49997									

Examination Registration Number \_\_\_\_\_

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**SEPTEMBER 2002**

**MARKETING RESEARCH**

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**ANSWER SHEET FOR SECTION A**

**CIRCLE** your answers below. Detach this sheet from the question paper and attach it to your Answer Book. Please write your examination registration number in the space provided on the top of this sheet. ***DO NOT WRITE YOUR NAME.***

- |     |   |   |   |   |
|-----|---|---|---|---|
| 1.  | a | b | c | d |
| 2.  | a | b | c | d |
| 3.  | a | b | c | d |
| 4.  | a | b | c | d |
| 5.  | a | b | c | d |
| 6.  | a | b | c | d |
| 7.  | a | b | c | d |
| 8.  | a | b | c | d |
| 9.  | a | b | c | d |
| 10. | a | b | c | d |