

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

MARCH 2002

SUBJECT	:	MARKETING RESEARCH
DATE	:	18 MARCH 2002 (MONDAY)
TIME	:	6.30PM to 9.30PM

INSTRUCTIONS TO CANDIDATES

1. The duration for this examination is **THREE (3)** hours.
2. This examination paper consists of **THREE (3)** sections and an answer sheet.

SECTION A - MULTIPLE-CHOICE QUESTIONS (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) : **8**

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 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. A growing number of organisations in the Asia Pacific region are adopting the marketing concept. This is likely to result in:
 - a. an increased utilisation of marketing research in the short and long term.
 - b. a decreased utilization of marketing research in both short and long run.
 - c. affect the use of marketing research, but the direction cannot be predicted.
 - d. none of the above

2. Which of the following statement(s) is correct?
 - a. There are many situations in which marketing research is unnecessary and as such, manager's experience alone may be relied on.
 - b. Managers must conduct marketing research before making any marketing decision.
 - c. Marketing research and a manager's experience complement each other.
 - d. A and C above

3. Which of the following is not an example of secondary data?
 - a. Observing how customers react to a new store display.
 - b. Data obtained from Chinese Chamber of Commerce Annual Report.
 - c. Obtain gross retail sales figures from a trade publication.
 - d. Obtaining data from a syndicated service.

4. A researcher in Colombo wants to determine if a price decrease of 10% would produce a sales increase of at least 15%. He would require to conduct:
 - a. Causal research.
 - b. Primary research.
 - c. Exploratory research.
 - d. Descriptive research.

5. The most scientifically valid research is :
 - a. Longitudinal research.
 - b. Experimental research.
 - c. Qualitative research.
 - d. Cross sectional research.

6. Mr. Tony Degusman intends to adopt a data collection method for his survey research that would *minimize* interviewer bias. Which of the following should he choose?
 - a. Mail survey.
 - b. Telephone interview
 - c. Personal interview
 - d. Focus group

7. Of the statements listed below, which does not represent a potential problem in collecting data through mail survey?
 - a. Some respondents will not receive the questionnaire because of change of address.
 - b. Some respondents will not be at home.
 - c. Some respondents will not return their completed questionnaire.
 - d. Some respondents will give wrong, dishonest and/or biased answers.

8. Alpha Enterprises has been accused of running a deceptive advertisement in the local newspaper by consumers at large. To facilitate their investigation the relevant government agency has hired a research firm to gather opinions of consumers from all over the city. What will be the best probability sampling method?
 - a. Systematic sampling.
 - b. Stratified sampling.
 - c. Cluster sampling.
 - d. Probability sampling will not be suitable here.

9. The Morning Sun Company wants to determine how the sales of moisturising cremes are influenced by the temperature, advertising budgets and disposable personal income. The appropriate statistical tool is:
 - a. Correlation analysis
 - b. Conjoint analysis
 - c. Factor analysis
 - d. Multiple regression

10. Which of the following is not a characteristic of good marketing research?
 - a. Employment of the scientific method
 - b. Use of multiple sources of information.
 - c. Measuring value vs. cost of information.
 - d. All of the above are characteristics of good research.

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

You are a research supplier, designing and conducting marketing research studies for a variety of companies in an Asian country. What is the most important thing that you would do to ensure that your clients get their money's worth from your services?

(10 marks)

Question 2

Mr. Edwin Teo is a marketing researcher in Taipei, Taiwan. The Manager of the "Green Earth Club" has asked Mr. Teo to investigate why membership in the club was declining. **The "Green Earth Club" is a non-profit welfare organization concerned with the preservation of nature and ecology.** Discuss how Mr. Teo would apply the steps in the marketing research process to this project.

(10 marks)

Question 3

You are planning to conduct a marketing research study for a man's hair tonic manufacturer in Sri Lanka. Suggest five ways you can find and interview the men who use this product.

(10 mark)

SECTION C (60 MARKS)

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

Question No. 1

- a. Explain marketing research and its importance in a developing Asian economy.
(6 marks)
- b. How can marketing research help in starting a new business in such an economy?
(10 marks)
- c. Should marketing research strategy be viewed as a strategic activity? Why?
(4 marks)

Question No. 2

- a. Explain survey research and its usefulness in the context of marketing research in Asia?
(8 marks)
- b. A researcher in Manila sent out 200 questionnaires of which 50 were returned due to incorrect addresses. Of the 150 delivered questionnaires, 50 were mailed back. However, respondents of 10 of these 50 wrote that they did not want to participate in the survey. Five (5) questionnaires were found unusable for analysis purpose. The researcher indicated that the response rate was 30 percent. Was he right in his claim? Why or why not?
(6 marks)
- c. How does survey research differs from an experiment?
(6 marks)

Question 3

- a. Define element, sample, sampling frame and population. (8 marks)
- b. Ramesh Kulkarni, owner of the Premium Video Club in a small Indian town, decided to talk to a representative sample of its 100 local and expatriate members with a view to find out how the services of the club can be improved. His friend Dr. Ashish Bhat, a marketing researcher by profession, suggested that Ramesh should have a stratified sample of 20 members representing each group – i.e., local (L) and expatriate (E) -- proportionately. Membership numbers and the member's category (L or E) are shown below.
Explain stratified sampling and develop the sample for Ramesh. (12 marks)

Membership List of Premium Video Club

01(L) 02(E) 03(L) 04(L) 05(E) 06(L) 07(L) 08(L) 09(L) 10(E) 11(L)
12(E) 13(E) 14(E) 15(L) 16(E) 17(E) 18(L) 19(E) 20(L) 21(L) 22(L)
23(E) 24(E) 25(L) 26(L) 27(L) 28(E) 29(L) 30(L) 31(L) 32(E) 33(L)
34(L) 35(E) 36(L) 37(E) 38(L) 39(L) 40(L) 41(L) 42(L) 43(L) 44(L)
45(E) 46(E) 47(E) 48(L) 49(L) 50(L) 51(L) 52(E) 53(L) 54(L) 55(E)
56(E) 57(L) 58(L) 59(L) 60(E) 61(L) 62(L) 63(L) 64(E) 65(L) 66(L)
67(E) 68(L) 69(L) 70(L) 71(L) 72(L) 73(E) 74(L) 75(L) 76(L) 77(L)
78(E) 79(L) 80(L) 81(L) 82(E) 83(E) 84(E) 85(L) 86(E) 87(E) 88(L)
89(E) 90(L) 91(E) 92(L) 93(L) 94(L) 95(E) 96(L) 97(L) 98(L) 99(L)
100(E)

You may use the random number table provided at the end of the examination paper.

Question No. 4

- a. What uses in marketing can focus group interviews serve? (6 marks)
- b. Discuss the advantages and disadvantages of focus groups (10 marks)
- c. What are some of the desirable characteristics for focus group moderator? (4 marks)

Question No. 5

- a. In marketing research, what is meant by 'data preparation for analysis'? (4 marks)
- b. How would you identify data collection instruments that are unacceptable for data processing? (6 marks)
- c. In examining a data collection instrument, what does an editor look for? (5 marks)
- d. What is a codebook and what should it contain? (5 marks)

Question No. 6

- a. Explain nominal, ordinal, interval and ratio scales with examples. (6 marks)
- b. What are the permissible statistics allowable with each of these scales? (8 marks)
- c. Explain the following:
i) Descriptive statistics
ii) Bivariate statistical analysis (6 marks)

The End

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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. |