INFORMATION & INSTRUCTIONS:

DURATION: THREE (3) HOURS   TOTAL MARKS: 100

INTERNAL EXAMINER :    MR SS SONI

EXTERNAL EXAMINER:   PROFESSOR S. PENCELIAH

NB:
STUDENTS ARE REQUESTED IN THEIR OWN INTERESTS TO WRITE LEGIBLY AND IN INK.

➢ PLEASE ANSWER FOUR (4) QUESTIONS
➢ EACH QUESTION CARRIES EQUAL MARKS

THIS EXAMINATION PAPER CONSISTS OF 2 PAGES. PLEASE ENSURE THAT YOU HAVE THEM ALL.
COURSE AND CODE: MARKETING RESEARCH 303 (MARK303)

QUESTION 1 (25 Marks)
Explain the use and application of surveys in marketing research. Use examples to support your answer.

QUESTION 2 (25 Marks)
Write a brief research proposal for the following marketing research topic: “how to improve customer satisfaction?”

QUESTION 3 (25 Marks)
Design a comprehensive questionnaire to be used in a survey that would be useful in providing insight into the following question: “how to market Pietermaritzburg as a city of choice.”

QUESTION 4 (25 Marks)
An organization is experiencing a sharp decline in sales. Provide comprehensive advice that a marketing researcher could use in addressing the decline in sales.

QUESTION 5 (25 Marks)
Compare and contrast the following survey methods: personal in-home surveys, shopping mall intercepts, and telephone interviews.

QUESTION 6 (25 Marks)
Write an essay on the use and application of qualitative research in researching marketing problems. Use examples to illustrate your understanding.