INFORMATION & INSTRUCTIONS:

DURATION: THREE (3) HOURS
TOTAL MARKS: 100

INTERNAL EXAMINER: MR S SONI
EXTERNAL EXAMINER: MR R VENTER

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

INFORMATION & INSTRUCTIONS:

1. EACH QUESTION IS WORTH 25 MARKS
2. ANSWER FOUR (4) QUESTIONS ONLY
3. THIS PAPER CONSIST OF 3 PAGES
ESSAY SECTION

QUESTION ONE (25 MARKS)

A South African fast moving consumer goods company wants to explore whether there exists a marketing opportunity for its products in international markets. If the company decides to undertake market research to determine whether an opportunity exists in certain overseas markets for its products, how should it answer the following questions:

a. What should the management dilemma be?
b. What should the research question/s be?
c. What research design/s should be used?

QUESTION TWO (25 MARKS)

A producer of dog food is experiencing a sharp decline in sales. Should the producer decide to conduct marketing research to address the negative sales situation, provide a detailed discussion on the data collection methods that can be used to obtain data for the study.

QUESTION THREE (25 MARKS)

Assume that you are a marketing manager for an overseas fast foods franchise wanting to explore consumer tastes in South Africa. To this end, you have decided to start off your study with in-depth interviews in different parts of the country. Explain the issues that you would take into account in selecting and training interviewers to conduct the in-depth interviews.

QUESTION FOUR (25 MARKS)

A company wants to conduct a survey to assess the impact of its advertising on the market place. Assume that the company has approached you to conduct the marketing research, address the following issues:

a. What is the marketing research problem?
b. Generate marketing research objectives.
c. Design a comprehensive questionnaire for the study.

QUESTION FIVE (25 MARKS)

With the use of examples, discuss the situations that favour the use of the following:

a. Observation research.
b. Surveys.
c. Experiments.
QUESTION SIX (25 MARKS)

Write a brief marketing research proposal for the following topic:
“The buying preferences of University students for food.”