



# ICM

SEPTEMBER 2015

INTERNATIONAL MARKETING RESEARCH

**Instructions to candidates:**

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
  - b) Answer any FIVE questions
  - c) All questions carry equal marks. Marks for each question are shown in [ ]
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- 1. Discuss the evaluation criteria you would use in order to select an international market research agency in a country of your choice. [20]
  - 2. Compare and contrast two sampling methods that can be considered in order to select a representative sample in an overseas market and summarise the benefits of sampling to marketing research activities. [20]
  - 3. As an independent marketing research consultant, advise one of your clients on the risks associated with the collection of information from unfamiliar international markets. [20]
  - 4. Explain what you understand by the following:
    - a) Attitude scaling
    - b) Retail audits
    - c) Moving averages[20]
  - 5. Critically appraise the value of motivation research techniques in determining the way consumers in overseas markets perceive the company's products and services. [20]
  - 6. Identify the main advantages and limitations of the following research methods:
    - a) Face to face interviews
    - b) Telephone interviews
    - c) Postal questionnaires[20]
  - 7. Write notes on THREE of the following:
    - a) Syndicated research
    - b) Desk research
    - c) Field research
    - d) Qualitative research[20]
  - 8. Identify the information you would expect to find in the different sections of an export marketing plan and summarise the value of this document to international marketing research. [20]