



ICM

SEPTEMBER 2015

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. Summarise the value of marketing research to marketing planning and control and describe the main activities associated with the marketing research function. [20]
 2. You have been asked to devise a questionnaire to be used as part of an organisation's market research campaign. What factors would you take into account during the design of the questionnaire? [20]
 3. Critically assess the importance of effective market segmentation to marketing research campaign planning and identify the practical problems that may be encountered. [20]
 4. Explain what you understand by the following terms:
 - a) Desk research
 - b) Qualitative research
 - c) Simulated test markets[20]
 5. Distinguish between simple random sampling, cluster sampling and quota sampling and discuss the factors to be considered in selecting a representative sample. [20]
 6. You have been asked to explain to one of your clients TWO methods that can be used in order to forecast the level of market demand. What information would you include in your explanations? [20]
 7. Write notes on THREE of the following:
 - a) Primary data
 - b) Syndicated research surveys
 - c) Diary panels
 - d) Observation panels[20]
 8. Describe THREE motivation research techniques that can be used in order to determine the factors that will affect consumer preferences for a new range of sportswear. [20]