



# ICM

DECEMBER 2016

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 [ ]
1. Discuss the value of effective marketing research in selecting international target markets. [20]
  2. Explain what you understand by the following:
    - a) Primary data
    - b) Exploratory research
    - c) Internal information sources [20]
  3. Critically appraise TWO non-survey data collection techniques that can be used in order to determine consumer preferences and expectations. [20]
  4. Explain the main factors to be considered in the development of questionnaires to be used for a survey in an international market. [20]
  5. Advise one of your clients on the following statistical techniques used to analyse multi-country data:
    - a) Cluster analysis
    - b) Multidimensional scaling
    - c) Factor analysis [20]
  6. Describe the criteria you would use in selecting a representative sample of consumers in overseas markets and summarise the risks associated with consumer sample selection. [20]
  7. Write notes on THREE of the following:
    - a) Personal interviewing
    - b) Telephone interviewing
    - c) Qualitative data
    - d) Mail surveys [20]
  8. Explain the importance of the marketing research plan and describe the activities associated with EACH stage of the marketing research planning process. [20]