



ICM

DECEMBER 2016

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. As an independent consultant, prepare a report for one of your clients describing the approach you would use in order to select the most suitable marketing research agency. [20]
 2. Summarise the main benefits and limitations of the following sources of published secondary data:
 - a) Government published data
 - b) Trade published data
 - c) Press published data[20]
 3. 'The main objective of a market survey is to provide quality information to reduce the error of marketing decision making.' Discuss this assertion and explain how a well-structured market research survey can achieve this objective. [20]
 4. Explain the statistical techniques that can be used in order to measure the significance of the information collected from selected target markets and provide information to support your recommendations. [20]
 5. Explain the importance of the following aspects of an internal desk research information system:
 - a) Sales statistics
 - b) Expenditure statistics
 - c) Operations statistics[20]
 6. Distinguish between open-ended questions and multiple-choice questions and identify the key issues to consider when deciding how the questions should be worded. [20]
 7. Write notes on THREE of the following:
 - a) Group discussions
 - b) Depth interviews
 - c) Diary panels
 - d) Observation panels[20]
 8. Compare and contrast quota sampling and cluster sampling and summarise their suitability when researching geographically dispersed target markets. [20]