



ICM

JUNE 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. Explain the importance of marketing research to a company's international operations and provide examples to support your recommendations. [20]
 2. Critically appraise the main commercial data sources available in a country of your choice and identify the data they can provide to international marketing organisations. [20]
 3. Most international organisations do not have the required expertise to carry out international marketing research and they appoint external research organisations. What criteria would you use in order to select a marketing research agency? [20]
 4. Prepare a report for one of your clients advising him on the key factors to consider in the development of a questionnaire and identify the type of questions that can be used. [20]
 5. Describe the stages of the marketing research process and summarise the activities associated with EACH stage of the process. [20]
 6. Compare and contrast probability sampling and non-probability sampling and explain the value of sampling frames in the selection of representative samples. [20]
 7. Write notes on THREE of the following:
 - a) Correlation analysis
 - b) Use of non-verbal stimuli
 - c) Mail surveys
 - d) Electronic surveys[20]
 8. Discuss the advantages and limitations of THREE qualitative research techniques that can be considered in order to assess consumer perceptions of a new product. [20]