



ICM

JUNE 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. Summarise the importance of marketing research to marketing-orientated organisations and identify its value to promotional planning. [20]
 2. Explain the differences between simple random sampling and multi-stage sampling and summarise the value of effective sampling to marketing research surveys. [20]
 3. Describe the main advantages and limitations of fully structured interviews and semi-structured interviews as methods of collecting market information. [20]
 4. Explain what you understand by the following terms:
 - a) Quantitative data
 - b) Observational research
 - c) Desk research[20]
 5. Discuss the research activities you would associate with retail audits and consumer diary panels and explain the practical difficulties associated with EACH option. [20]
 6. Identify the reasons for using a marketing research agency and discuss the criteria you would use in order to evaluate and select a marketing research agency. [20]
 7. Write notes on THREE of the following:
 - a) Semantic differential scales
 - b) Syndicated research surveys
 - c) Regression analysis
 - d) Group discussions[20]
 8. As an independent marketing research consultant, advise one of your clients on the factors to be considered in the development of a questionnaire. [20]