



# ICM

MARCH 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. Critically appraise the international secondary data sources used by marketing organisations and highlight the risks associated with the use of information from these sources. [20]
  2. 'Effective and timely research is essential in establishing strategies in rapidly changing international environments.' Comment on this statement and summarise the importance of marketing research. [20]
  3. Discuss the potential sources of bias that can be associated with the research instrument. [20]
  4. Explain what you understand by the following terms:
    - a) Open-ended questions
    - b) Non-verbal stimuli
    - c) Closed questions[20]
  5. One of your clients has asked you to explain the following terms associated with the international research process. What information would you include in your explanations?
    - a) Descriptive research
    - b) Comparative research
    - c) Theoretical research[20]
  6. Explain the main advantages and limitations of THREE marketing research techniques that can be used to collect information in international markets. [20]
  7. Write notes on THREE of the following:
    - a) Sampling error
    - b) Sampling frame
    - c) Non-probability sampling
    - d) Multi-stage sampling[20]
  8. Compare and contrast THREE qualitative data collection techniques and provide examples to support your recommendations. [20]