



# ICM

MARCH 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. Explain the purpose of an internal information system and describe the type of data that can be collected within an organisation. [20]
  2. Describe THREE types of questions that can be used in a market research questionnaire and provide examples to support your explanations. [20]
  3. Critically appraise THREE sampling methods that can be considered by market research organisations seeking to collect information from widely dispersed target markets. [20]
  4. Explain what you understand by the following terms:
    - a) Continuous research
    - b) Desk research
    - c) Omnibus research[20]
  5. One of your clients has asked you to advise him on the benefits and limitations associated with the following market segmentation approaches. What information would you include in your explanations?
    - a) Social grading or social class
    - b) Demographic segmentation
    - c) Geodemographic segmentation[20]
  6. Distinguish between fully structured interviews, unstructured interviews and depth interviews and summarise the practical benefits and risks associated with EACH option. [20]
  7. Write notes on THREE of the following:
    - a) Likert scales
    - b) Group discussions
    - c) Diary panels
    - d) Retail audits[20]
  8. Discuss the information you would expect to receive in the research proposal from the research agency handling your company's research campaign. [20]