



ICM

MARCH 2017

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 what you understand by the term **observation research** and discuss the main observation research techniques used by marketing researchers. [20]
 2. You have been asked to prepare a presentation to a group of marketing students explaining the importance of marketing research to international marketing decision making. What information would you include in your presentation? [20]
 3. Summarise the risks associated with the collection of data in overseas markets and explain the types of data available to marketing organisations. [20]
 4. As an independent consultant, advise one of your clients on the contents of a typical marketing research plan. [20]
 5. Prepare a report explaining the following marketing research terms:
 - a) Variance analysis
 - b) Regression analysis
 - c) Open-ended questions[20]
 6. Summarise the importance of selecting a representative sample of respondents and describe the approach you would use in the selection of a sample. [20]
 7. Write notes on THREE of the following:
 - a) Correlation analysis
 - b) Comparative research
 - c) Exploratory research
 - d) In-depth interviews[20]
 8. Critically appraise TWO techniques that can be used by marketing researchers in order to determine the level of future sales for a company's products. [20]