



ICM

MARCH 2017

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. Many marketing organisations use the services of specialist marketing research organisations. What are the benefits of using external consultants and what factors would you take into account in order to select external research specialists? [20]
 2. Explain what you understand by the following marketing research terms:
 - a) Qualitative research
 - b) Quantitative research
 - c) Omnibus research surveys[20]
 3. Describe the value of the marketing research process and summarise the practical difficulties that may be encountered in the development and implementation of marketing research programmes. [20]
 4. Distinguish between random sampling and quota sampling and describe the approach to be used in selecting a representative sample. [20]
 5. Explain what you understand by the term **secondary data** and identify the main limitations of secondary data sources. [20]
 6. Identify the different type of questions that can be used for market research questionnaires and explain the advantages and limitations of EACH type of question. [20]
 7. Write notes on THREE of the following:
 - a) Word association tests
 - b) Observation panels
 - c) Online questionnaires
 - d) Regression analysis[20]
 8. Critically appraise **personal interviewing** and **group discussions** as methods of collecting information from selected target markets. [20]