

UNIVERSITY OF SWAZILAND
DEPARTMENT OF BUSINESS ADMINISTRATION
MAIN EXAMINATION MAY 2016

TITLE OF COURSE: **MARKETING RESEARCH II (BA 420)**

DEGREE AND YEAR: **IDE BACHELOR OF COMMERCE YEAR 6**

TIME ALLOWED: **THREE (3) HOURS**

INSTRUCTIONS:

1. **TOTAL NUMER OF QUESTIONS ON THE PAPER IS 5**
2. **ANSWER QUESTION 1 IN SECTION A AND ANY THREE (3) QUESTIONS FROM SECTION B**
3. **MARKS AWARDED ARE INDICATED AT THE END OF EACH QUESTION**
4. **MARKS WILL BE AWARDED FOR GOOD COMMUNICATION IN ENGLISH LANGUAGE AND FOR ORDERLY PRESENTATION OF YOUR WORK**

SPECIAL REQUIREMENTS: **NONE**

THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.

INSTRUCTIONS

ANSWER SECTION A AND ANY THREE (3) QUESTIONS FROM SECTION B.

SECTION A: (COMPULSORY)

QUESTION 1: WHO IS FISHING?

The Times of Swaziland sports columnist SiceloDlamini writes about fishing and other outdoor sporting activities in Swaziland. Sicelo commented recently that although interest groups express concerns about the impact of saltwater fishers on the fish production, no one really knows how many people fish for recreation and how many fish they catch. This situation would challenge marketers interested in the population of anglers. He also interviewed the CEO of the Swaziland National Sports and Recreational Council about this issue but did not get any positive results. Basically, it seems like they too do not have the statistics of anglers in Swaziland.

How could a marketer get an accurate sample to gather data on this group? One idea would be to contact all areas in Swaziland using random digit dialing. This sampling frame would include many, if not all, the people who fish in the rivers and dams but it would also include many people who do not fish at all or who fish for business rather than recreation. A consultancy firm seeking to gather statistics on anglers, Union Consultants (Pty) Ltd prefers to develop a sampling frame more related to people who fish in Swaziland.

Another idea would be to use the country's fishing license records. Privacy would be a drawback when they use this method. Some people might not want their records shared and they might withhold their cellular phone numbers. Further complicating the issue for Union Consultants (Pty) Ltd is that most areas in Swaziland do not require a license for saltwater fishing.

A political action group called Recreational Fishing Alliance suggest that a South African chartered fishing business should collect the data.

QUESTION 1

- a. Imagine that you, as a marketing expert, are asked by the chartered South African company for help in gathering data about the number of sports anglers who fish on the rivers and dams in Swaziland. What advice would you give about sampling? What method or combination of methods would generate the best results? (15)
- b. What other criteria besides accuracy would you consider? What sampling methods would help you meet those criteria? (10)

TOTAL: 25 MARKS

SECTION B

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

QUESTION 2

- a. Discuss the two major sampling procedures that can be used to choose a sample indicating the examples of each procedure. (15)
- b. Define measurement. Briefly discuss the four types of scales that can be used in measurement. (10)

TOTAL: 25 MARKS

QUESTION 3

- a. Briefly discuss the factors may make a marketing research report presenter to be a first rate presenter? (15)
- b. Briefly identify and explain ten guidelines for wording a questionnaire giving an example in each case. (10)

TOTAL: 25 MARKS

QUESTION 4

- a. Discuss the attitude rating scales giving an example in each case. (15)
- b. Discuss the principles of asking questions. (10)

TOTAL: 25 MARKS

QUESTION 5

- a. Outline the structure of the marketing research report (15)
- b. Define communication as it relates to marketing research. Discuss the factors that may affect communication of the marketing research report. (10)

TOTAL: 25 MARKS