



END OF AUGUST SEMESTER 2010 EXAM

DEPARTMENT: COMMERCE

COURSE: MARKETING RESEARCH (MAK 317 A)

DURATION: 2 HOURS

Instructions:

Question 1 is compulsory.

Answer any other TWO questions

1. **Case Study: Allied Foods**

Bruce Watley punched up the sales figures for Allied Food's Crispy Chip division. he instructed the computer to break down the data by region and then called up the figures for the San Antonio/Houston area. It was the third time that day he'd looked at them. Sales of Crispy Chip products were definitely slumping in that geographical region. all the snack products were being affected, but the tortilla chips seemed hardest hit. a check of the entire southwestern part of the country showed that so far the slump was limited to south Texas, but that there definitely was a problem. Why, though? And why only in that area? Two years earlier, when Watley had first joined Allied, it might have taken him three months just to spot the problem. But Allied had recently put into place a sophisticated decision support system (DSS). On a daily basis, Allied's DSS gathered sales data from supermarket scanners nationwide, analyzed the data for important clues and local trends, and flagged executives about problems and opportunities in any of Allied's markets. The DSS was designed to allow executives like Watley to immediately take advantage of sales data from electronic scanners.

Scanners had been collecting data at supermarket checkout counters for almost a decade. at first however, there had been no computer software to organize the information for marketing managers. When Watley had first joined Allied he had had access to monthly scanner data but it had been unwieldy to use. The data he would have needed to investigate the south Texas problem would have had to be delivered to his office by a forklift.

Software advances now made it possible for DSS users like Watley to track how many units of a particular product were purchased in a given store in a given week. And that

was just the sort of data that Watley was going to take a hard look at for the whole of south Texas. The south Texas mystery would be a good test of whether DSS was worth the big bucks Allied had paid for it, Watley thought.

- (a) If you were Watley, what types of information would you look for that might help you explain the poor performance of Crispy Chip products in south Texas?
(5 Marks)
- (b) If you were the brand manager for Crispy Chips, what advantages do you think a tool like DSS would give you?
(10 Marks)
- (c) What are the relative advantages of using a DSS versus a traditional marketing research study to investigate the sales slump in south Texas?
(10 Marks)

Question 2

- (a) What are the uses of Marketing Research?
(5 Marks)
- (b) Identify and explain the four bases of classifying Marketing Research Studies.
(20 Marks)

Question 3

- (a) Explain the concept of MIS and its role in marketing research.
(10 Marks)
- (b) State and explain the steps followed in a marketing research.
(15 Marks)
- (c) Explain some of the ethical issues that could compromise the integrity of a Marketing Research.
(5 Marks)

Question 4

- (a) Identify and explain the 4 alternative Survey Data Collection modes, giving their relative advantages and disadvantages.
(15 Marks)
- (b) Explain what you understand by the term “questionnaire design”. Identify the four “do’s and “don’ts” of questionnaire wording.
(10 Marks)

Question 5

- (a) It has been said that scale characteristics determine the level of measurement in research. Identify and explain briefly each of these characteristics.
(10 Marks)

- (b) Identify and explain the different levels of measurement scale. (10 Marks)
- (c) Data are summarized to enable a researcher generalize sample findings to the population. Identify and describe the types of statistical analysis that can be used. (5 Marks)