

# CENTRAL UNIVERSITY COLLEGE



**CENTRAL  
UNIVERSITY  
COLLEGE**

SUPPLEMENTARY EXAMINATIONS OCT. 2016

DEPARTMENT OF MARKETING  
SBMK 309 MARKETING RESEARCH  
LEVEL 300

All Sessions: Mataheko & Miotso

2 hours 30 min.

## **INSTRUCTIONS**

Answer any **FOUR** questions

### ANSWER ANY FOUR QUESTIONS

1. a. Explain the difference between primary and secondary data? (5 Marks)  
b. Explain five types of projective techniques used by researchers. (20 marks)
2. a. What is primary research? 1 mk  
b. List **four** shortcomings in using secondary data. ( 4 mks)  
c. Explain five criteria for evaluating the accuracy of secondary data. ( 20 marks)
3. Observational techniques are often being neglected in marketing research. There is, however, a strong case for their use.  
(a) List four arguments usually offered in support of their use? (5 marks)  
  
(b)With examples, explain the five main types of observational techniques. (20 marks)
4. a. Explain the term simple random sampling (1 mark)  
  
b. Discuss with examples four merits and four demerits of conducting marketing research by means of the following:  
(i) mail interview (8 marks)  
(ii) personal interview (8 marks)  
(iii)telephone interview (8 marks)
5. Explain the terms probability and non-probability sampling? ( 5 marks)  
  
b. Write short notes on any FOUR of the following:  
(i) Cluster sampling ( 5 marks)  
(ii) Quota sampling ( 5 marks)  
(iii)Systematic sampling ( 5 marks)  
(iv)Multistage sampling ( 5 marks)  
(v) Convenience sampling ( 5 marks)
6. You are a Brand Manager for Ecopat mineral water and you wish to use focus group discussion to improve upon your packaging.  
a. With, examples, explain how you would identify and recruit your respondents from the Ghanaian market. (7 marks)  
b. List three functions of a moderator in a focus group discussion (6mks)  
c. Explain any four qualities that a moderator must possess. (12 marks)