



MARKETING RESEARCH AND INSIGHTS

**MARCH 2022 SESSION**

**MOCK EXAMS**

**Time:** 5:30PM – 8:30PM

**Date:** 1<sup>st</sup> JUNE 2022

Three hours' duration

The examination comprises of **TWO** parts

**Part A** - A **Compulsory** Case Study and is worth **40** marks

**Part B** - Comprises of **FIVE** (5) questions and Students is to answer any **THREE** (3) questions and total is **60** marks

You are required to give your answers in the GSM answer book provided. Do not repeat the task in your answer, but show clearly the number of the task attempted on the appropriate pages of the answer book. Please start each task on a new page.

**Candidate guidance:**

- Answer **all** questions on the separate answer sheet provided and make sure you read the guidance information provided at the top of the answer sheets
- Ensure your student number are provided on the answer sheet
- Read all question carefully before attempting them
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Rough work and notes **must** be written in the answer book or on supplementary sheets and **must** be clearly identified.



### Case Study- Shoprite Holdings Limited

Founded in 1979 in Africa, the vision of Shoprite Holdings Limited has been to offer the lowest prices of groceries. In just over 41 years the company has yielded notable recognition as Africa's largest grocery retailer. The company has greater than 2,829 stores represented in 15 countries within Africa. The South African-based Retail Company Shoprite Limited has built an international retail chain that is in a strong expansion phase.

Its fresh, hand-made soaps and cosmetics are available in 240 stores worldwide. The emphasis is on making and selling products without animal ingredients made from only fresh fruit and vegetables, finest essential oils and safe synthesis. It controls the whole process of getting its products to the consumer, including design, manufacturing and retail. The retail stores look like a cross between a cheese shop and a market stall, with slabs of soaps and other fresh products stacked ready for cutting and bagging. The retail environment is dominated by the aroma of soaps and perfumes.

The company is now planning to open its first Northern regional store in the centre of Tamale before designing the outlet, determining the product range and potential promotions, the company is keen to undertake market research with potential customers, to examine their key needs, buying behaviour and their attitudes. The company is willing to spend up to 50,000 GHS on the research project.

#### **PART ONE -ANSWER ALL THE QUESTIONS IN THIS PART Question 1**

You are a research executive in a market research agency and have been asked to:

- a) Identify appropriate further information that you would require from Shoprite, before writing a proposal **(10 marks)**
  
- b) Present a market research proposal to the management of Shoprite to address the research objectives of this project **(30 marks)**



**PART B- -ANSWER ANY THREE QUESTIONS HERE****QUESTION 1**

You work in a company that is in a dilemma to commission an external agency or conduct the study in-house. As a recent graduate recruited to the marketing department of this company, you have received a request from the Marketing Director for a report, that discuss at least FIVE examples each which addresses the following:

- a) The benefits of using an external research agency **(5 marks)**
- b) The ethical issues involved in using an external marketing agency for the marketing research project. **(5 marks)**
- c) Types of marketing research that your company can undertake. **(5 marks)**
- d) Common errors encountered in defining the marketing research objectives. **(5 marks)**

**QUESTION 2**

Design a discussion guide and appropriate projective technique for use in a focus group discussion for a company that is interested to launch a new product in the dairy milk category. **(20 marks)**

**QUESTION 3**

The senior executives of a company of your choice have asked for your assistance in understanding the concept of sampling and research designs in marketing research. In particular, they have asked you to write a report that;

- a) Explains how sample size is determined **(4 marks)**
- b) Evaluate the differences between sampling error and non-sampling error, as well as how such errors can be reduced. **(4 marks)**
- c) Analyse the difference between cross-sectional design and longitudinal design. **(4 marks)**

d) Discusses the difference between secondary data and primary data.

**(4 marks)**

e) Discusses the difference between random and non-random sampling.

**(4 marks)**

#### **QUESTION 4**

Explain the following marketing research terminologies.

- i. Difference between market research and marketing research **(4 marks)**
- ii. Qualitative research **(4 marks)**
- iii. Snowball sampling **(4 marks)**
- iv. Sampling frame **(4 marks)**
- v. Systematic sampling **(4 marks)**

#### **QUESTION 5**

Aducraft-Madina is a furniture company which offers a range of contemporary and modern furniture, is tapping into the household furniture market which is unclear, because of their speciality in developing office furniture. Aducraft is about making design, furniture and colours which come together in the home.

It has seen a huge uptake of the free interior design service it launched to raise its brand profile. This design service is available in-store where interior designers are available for customers to consult and discuss their ideas and complete any scheme ranging from one piece of furniture, single rooms and small apartments to big houses and corporate spaces. Aducraft has consulted you to design a questionnaire (up to a maximum of 20 question that captures the product design, pricing, competition, distribution and promotion.

**(20 marks)**

