



MARKETING RESEARCH AND INSIGHTS

AUG 2022

MOCK EXAMS

Time: 5:30 PM – 8:30 PM

Date: NOVEMBER 9th, 2022

Three hours duration

The Mock will be 3 hours in duration

The mock has **TWO** Parts.

Task 1 is worth **40%** of the total marks available

Task 2 is worth **60%** of the total marks available.

You are required to give your answers in the GSM answer booklet 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.

Rough work and notes **must** be written in the answer book or on supplementary sheets and **must** be clearly identified.



PART A – COMPULSORY (ANSWER ALL QUESTIONS)**ASANGOD BUILDERS' MERCHANTS**

Asangod Builders Merchants is a small chain of builder's merchants located in the central belt of

Scotland. The company has four outlets located around the edge of Accra and Kumasi.

These supply small builders, plumbers, roofers and similar tradesmen as well as some members of the public (i.e., those more skilled in major do-it-yourself renovations and house improvements). Customers may collect items direct from the trade counter at the warehouse or have the items delivered directly to the building site or house by the company's fleet of 14 lorries. The lorries are equipped with hoists for handling larger items.

Asangod supplies:

- Timber and timber products
- Bricks and paving
- Sand and aggregates
- Roofing materials
- Plumbing and heating supplies
- A small range of hand tools.

The company provides credit to most of its trade customers. As a result, it has a computerized

database with details on most of its trade customers relating to name, address, trading address,

telephone number, type of business, and purchasing patterns. There are approximately 1100 customers on the database, which probably represents 85 percent of the company's customers. For the other 15 percent of customers (the public and trade customers who do not have a credit account), the database holds no record, with the exception of a delivery address if delivery is required.

The market in which Asangod operates is becoming more competitive, with the company losing its share to national chains such as Jewson and a number of recently opened B&Q trade depots.



The Managing Director feels that the company's personal service and flexibility is far superior to these competitors and is therefore keen to build on this and find ways to compete other than on price. The company has never undertaken research before but is keen to find out more from its customers about:

- Their existing and future purchasing behaviour.
- Their attitudes towards Asangod Builders Merchants (such as product range, service, the flexibility of delivery etc.).
- Their suggestions about improvements required in Asangod's offering.
- They are willing to spend up to GHs 200,000 on the research project.

Question 1

- a. Outline how you will carry out secondary research to support the objective.
(10 marks)
- b. Design a questionnaire to meet the research objectives of the project set out in the case. At this stage, the layout of the questionnaire is not important, but the questionnaire should clearly demonstrate your knowledge of sequencing, question wording and question/response format. (20 Marks)
- c. Discuss the issue of falling response rates in marketing research, highlighting any actions that can be taken to improve the level of response. (5 marks)

PART B

Comprises five (5) questions and candidates are to answer any three questions

Question 2

As an executive of a leading research agency, you are pitching to persuade a client to extend the qualitative work they have carried out on their brands to include quantitative work, using face-to-face interviews.

- Outline the advantages and disadvantages of quantitative research. (7 Marks)
- What are the advantages and disadvantages of face-to-face interviewing? (8 Marks)
- Recommend how to overcome the disadvantages. (5 Marks)

Question 3

You have been appointed as marketing manager to an online retailer of intimate apparel (underwear). They have succeeded in difficult times in growing their business but have appointed you to look at the marketing research function within the business. Your first piece of research is based on a quota sample. The MD of the business is skeptical.

- a. Explain quota sampling (4 marks)
- b. Outline the benefits and disadvantages and how can these be overcome. (10 marks)
- c. What other sampling techniques may have been considered and why was it rejected? (6 Marks)

QUESTION 4

You work as a marketing manager for a major car dealership. The dealership has 150 sites

throughout the UK. Your Customer Satisfaction Scores have been falling recently. You have been to an MRS training course on Mystery Shopping and feel that this technique might help identify the causes for the fall in satisfaction.

- a. Discuss the role of mystery shopping in delivering service quality. (12 Marks)
- b. What are the benefits and limitations of this technique? (8 Marks)

QUESTION 5

You are working for a small Ghanaian-based manufacturer of components for the motor industry.

Your sales manager has identified a potential new market in West Africa. The company cannot afford to carry out marketing research without establishing the nature of the demand for the product.

You have been asked to produce a preliminary market report from secondary data.

There is no syndicated study available.

- a. Outline the advantages and disadvantages of this approach? (10 marks)

- b. Recommend ways to overcome these disadvantages. (10 Marks)

QUESTION 6

You are the marketing manager for a major supplier of computer hardware, mainly to the consumer market. The company has a database of 350 000 active customers. The company wishes to enter the small office/home office sector. You have been given the job of researching and contributing to the development of the marketing plan for this new venture. The board feels that their investment in the database should be adequate to inform the development process.

- a. Outline the advantages and disadvantages of database. (10 marks)
- b. Explain how the database and marketing research will work together to help the marketing planning process? (10 marks)

