



MARKETING RESEARCH AND INSIGHTS

**NOVEMBER 2021**

**MOCK EXAMS**

**Time:** 5:30PM – 8:30PM

**Date:** 2<sup>nd</sup> DECEMBER 2021

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

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



## **CASE STUDY- GALAXY PERFUMERY LIMITED**

Galaxy Perfumery Limited, which manufactures and sells a range of women fragrances in Ghana, wishes to develop a new style of packaging for its Bojo brand. Innovative packaging is critical differentiating factor in perfume market, and this may explain Bojo's fall in market share, as it has been using the same pink bulb-shaped bottle for eight years. Designers have now come up with three new design concepts, but before proceeding with any of these designs, the company requires a programme of marketing research to;

1. a) Determine market awareness and attitudes towards the Bojo brand and the existing packaging, and
2. b) Determine customer and potential customer attitudes and preferences with regard to new design concepts. Research should initially focus on the Ghanaian market.

The company hopes that answers to such questions will help in the successful re-launch of the brand. The company is willing to spend up to 60,000 GHS on the research project.

*The above data has been based on a real-life organisation, but details have been changed for assessment purposes and do not reflect current management practices.*



**QUESTION ONE –ANSWER ALL THE QUESTIONS IN THIS PART**

You are a research executive, in a market research agency and have been asked to do the following:

1. Identify appropriate further information that you would require from the company, prior to writing a proposal.

**(5 marks)**

2. Having made reasonable assumptions regarding the answers to the information required in Question 1a, produce a proposal to address the research needs of the company. (For the purpose of this question, your proposal should exclude the sections relating to personal CVs, related experience, references and contract details)

**(20 marks)**

3. Design a discussion guide and appropriate projective technique for use in a series of group discussions to address the research objectives of the project.

**(15 marks)**

Or

4. Design a questionnaire for this project **(15 marks)**

**SECTION B:**

**CHOOSE ANY THREE QUESTIONS FROM THIS SECTION**

**QUESTION 2**

As a recent graduate recruited to the marketing department of Citydia- a retail supermarket in Accra Ghana, you are planning to undertake a study to understand the buying behaviour of your consumers. You have been asked by the marketing director for a report which addresses the following:



- a) Explanation of five (5) reasons for using sampling instead of census in a market research project for Citydia **(5 marks)**
- b) A suggested methodology with justifications for conducting a market research for the company. **(15 marks)**
- (Total 20 marks)**

### QUESTION 3

The senior executives of Promasidor Ghana have been examining their future marketing research requirements for testing new products in the cocoa beverage category. However, their knowledge of product testing techniques is limited and they have asked you to design a discussion guide and an appropriate projective technique for use in a focus group discussion. Provide your discussion guide and the proposed projective technique for the company.

**(20 marks)**

### QUESTION 4

You have been asked to present a paper to new employees of the marketing research department your firm. Your presentation is to address the following:

- i. The main difference between random and non-random sampling **(4 marks)**
- ii. Two (2) conditions under which qualitative research is preferable to quantitative research **(4 marks)**
- iii. Simple random sampling and its process **(12 marks)**
- (Total 20 marks)**

### QUESTION 5

You are a research executive in a research agency and have been asked to produce a guide for new staff on the communication of research results to client companies. Specifically, you have been asked to:

- a) Discuss five (5) main sections of a marketing research report **(10 marks)**
- b) Explain five (5) oral presentation skills that will help you to maintain control of the presentation **(10 marks)**
- (Total 20 marks)**

**QUESTION 6**

Your company is organising an in-house marketing research training for newly recruited market research executives. As a senior market research executive, your manager has asked you to explain the following to the trainees:

- a) Definition of secondary data and explanation of five (5) reasons for collecting secondary data before primary data **(10 marks)**
- b. Definition of primary data and list three (3) disadvantages of gathering primary data. **(5 marks)**
- c. Indicate the sources of the following data:
  - (i) Inflation, interest rate and exchange rate data
  - (ii) National population data
  - (iii) Non-traditional exports data
  - (iv) List of registered voters in Ghana
  - (v) Poverty statistics of Ghana

**(5 marks)**

**(Total 20 marks)**

