



FACULTY OF BUSINESS SCIENCES AND MANAGEMENT

DEPARTMENT OF MARKETING

BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING

FINAL EXAMINATION

RESEARCH METHODS [BMA2204]

NOVEMBER 2024

DURATION: 3 HOURS

INSTRUCTIONS

1. Answer **ALL** QUESTIONS in Section A (40 marks)
2. Answer any **THREE** (3) questions in Section B
3. Each question in section B carries 20 marks
4. Begin each question on a fresh page.
5. Credit will be given for logical, systematic and neat presentations.

INFORMATION

1. Marks per question are as indicated.
2. Questions may be attempted in any order.

This paper consists of 3 printed pages including the cover page

SECTION A (COMPULSORY)

Read the following extract and answer the questions that follow:

Case Study: Shumaet Eyes Growth in Zambia and Mozambique

Cultural and individual preferences play a major role in determining the research technique and the method of data collection adopted for a given research project. U.S managers in general prefer gathering large quantities of data through surveys, which provides numbers that can be manipulated statistically. In contrast, managers in Japan prefer the "soft" approach. For example, when Sony conducted a market survey to determine consumers' preferences for a lightweight portable cassette player, results showed that consumers would not buy a tape player that did not have the recording function. Regardless of these results, Sony's chairman Akio Morita went ahead with his plans for introducing the Walkman and the rest is history. Sony's disdain for surveys and other scientific research tools that U.S managers believe in is shared by other large Japanese Consumer goods manufacturers such as Matsushita and Toyota. Of course, Japanese corporations do want accurate and useful information about their markets; they just go about it differently. Japanese style market research relies heavily on two kinds of information: "soft data" obtained from visits to dealers and other channel members; and "hard data" about shipments, inventory levels and retail sales. Japanese managers believe that these data better reflect the behavior and intentions of flesh-and-blood consumers. **Source: Adapted from K. Johnny Johansson and Ikujiro Nonaka, "Market Research the Japanese Way. Harvard Business Review (May —June 1987), pg 16**

QUESTION 1

- i.** Discuss the market research methodologies that could be employed by Shumaet Investments to assess the demand for its consulting services in Zambia and Mozambique. (10 Marks)
- ii.** How can Shumaet Investments identify and analyse the competitive landscape in the mining consulting industry within the target markets. (10 Marks)
- iii.** In what ways can Shumaet Investments leverage customer feedback and insights gathered from marketing research to enhance its service offerings and customer engagement in Zambia and Mozambique. (20 Marks)

SECTION B

Answer any three (3) questions from this section.

QUESTION 2

Explain any four (4) reasons why reviewing literature at the beginning of a study is important to every researcher. (20 Marks)

QUESTION 3

Discuss any two characteristics of the following data sources showing how they contribute to the relevance of the study, primary and secondary data sources. (20 Marks)

QUESTION 4

Examine the contribution of any four ethical considerations to the credibility of a research project. (20 Marks)

QUESTION 5

- i. State the (five) 5 components of research proposal writing. (5 Marks)
- ii. Explain the (five) 5 components of research proposal writing giving practical examples. (15 Marks)

THE END