

**INSTITUTE OF BANKERS IN MALAWI**

**ADVANCED DIPLOMA IN BANKING EXAMINATION**

**SUBJECT: MARKETING RESEARCH (IOBM – AD304)**

**Date: Saturday 5th May 2012**

**Time Allocated: 3 hours (08:00 – 11:00 am)**

**INSTRUCTIONS TO CANDIDATES**

1 This paper consists of **TWO** Sections, A and B.

2 Section A consists of 4 questions, each question carries 15 marks.

Answer **ALL** questions.

3 Section B consists of 4 questions, each question carries 20 marks. Answer **ANY TWO** questions.

4 You will be allowed **10 minutes** to go through the paper before the start of the examination, you may write on this paper but not in the answer book.

5 Begin each answer on a new page.

6 **Please write your examination number on each answer book used. Answer sheets without examination numbers will not be marked.**

7 DO NOT open this question paper until instructed to do so.

**SECTION A (60 MARKS)**

Answer **ALL** questions from this section.

**QUESTION 1**

1. Discuss the following important marketing research terms and explain how they are relevant to an organization of your choice.
2. Product research *(4 marks)*
3. Distribution research *(4 marks)*
4. Communication research (4 marks)
5. Explain the difference between Marketing research and market research *(3 marks)*

**(Total 15 marks)**

**QUESTION 2**

The Chartered Discount House has recently commissioned research to assess consumer perceptions about its products and services offered to its individual customers. The bank has asked your Research Agency to develop key guidelines on how to communicate the results of the research. Prepare short notes on the following areas.

1. Structuring and writing marketing research reports. *(5 marks)*
2. The preparation of oral presentations *(5 marks)*
3. The design of the tables for communicating data and results. *(5 marks)*

**(Total 15 marks)**

**QUESTION 3**

Makwacha Commercial Bank [MCB] intends to develop a database of its customers. The database will include information such as Customers contact details, amount of money kept in their accounts, their residences, type and number of accounts held with the bank and many more. As a research Officer for MCB, You have been requested by the director of marketing to prepare a report which addresses the following:

1. The ethical issues involved in using the customer’s information on the database for future marketing research activity. *(5 marks)*
2. The benefits of developing a database of customers for their products and services.  *(10 marks)*

**(Total 15 marks)**

**QUESTION 4**

Commercial City Bank (CCB) wishes to start provide loans for Small Medium Enterprises [SME] in the country. Its main competitor started providing such loans five years ago. The bank wants to carry out research concerning such a project and has identified your Mapanga Research Masters [MRM] as its research agency. As a research Officer at MRM you have been asked to do the following:

To produce a research proposal for CCB addressing the needs of the research. (**Total 15 marks)**

**SECTION B (40 marks)**

Answer **ANY TWO** questions

**QUESTION 5**

The Institute of Bankers wants to assess how its services are viewed by its various stakeholders including students. Design a questionnaire to meet this research objective. The questionnaire should demonstrate your knowledge of sequencing, question wording and response format.  **(Total 20 marks)**

**QUESTION 6**

Examine the concept and role of a fully integrated Marketing Information System [MkIS] within the modern marketing firm. **(Total 20 marks)**

**QUESTION 7**

“International Marketing Research (IMR) is important for companies that are diversifying into international markets. The top 500 companies of the world gets 70% of their profits and sales from international markets” reads Times Business Magazine. Your marketing Director after reading this article asks you to prepare the following:

1. The specific stages of carrying out international marketing research. *(10 marks)*
2. Short notes on “ objectives of carrying out International Marketing research. *(5 marks)*
3. Potential challenges of carrying out an International Marketing research.

*(5 marks)* **(Total 20 marks)**

**QUESTION 8**

Critically assess the merits and demerits of the following research methods

1. Face to face interviews *(5 marks)*
2. Street interviews *(5 marks)*
3. Telephone interviews *(5 marks)*
4. Web based surveys *(5 marks)*

**(Total 20 marks)**

**END OF EXAMINATION PAPER**