

**INSTITUTE OF BANKERS IN MALAWI**

**ADVANCE DIPLOMA IN BANKING EXAMINATION**

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

**Date: Friday, 16th November 2018**

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

**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 books without examination numbers will not be marked.**

7 All persons writing examinations without payment will risk expulsion from the Institute.

8 If you are caught cheating, you will be automatically disqualified in all subjects seated this semester.

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

**SECTION A (60 MARKS)**

Answer **ALL** questions from this section

**QUESTION 1**

Almost every research project is different, but they have enough similarities to categorise them by the methods and procedures used to collect and analyse data – so called research design.

**Required**

Discuss the **three** types of research design. **(Total 15 marks)**

**QUESTION 2**

Write brief notes that would help new bank recruits to differentiate the following:

1. Projective techniques and depth interviews. *(5 marks)*
2. Transaction and Decision Support Systems.  *(5 marks)*
3. Valid and reliable data. (5 marks) **(Total 15 marks)**

**QUESTION 3**

ABC Commercial Bank is considering undertaking a project of continuous marketing research through a panel of the bank’s clients.

1. Explain ‘panel research’ (*3 marks)*
2. **Outline three** advantages and **three** disadvantages of the bank using panel research. *(12 marks)*

**(Total 15 marks)**

**QUESTION 4**

List down any **seven** common pitfalls to be avoided when compiling a questionnaire for a marketing research project. **(Total 15 marks)**

**SECTION B (40 MARKS)**

Answer ANY **TWO** questions from this section

**QUESTION 5**

The Directors of ABC Bank wish to be prepared for assessing the research proposals that they are likely to receive and are concerned about their lack of knowledge of sampling.

**Required**

Produce a short memo on the **four** types of non-probability sampling techniques.

**(Total 20 marks)**

**QUESTION 6**

The Directors of a bank have received an interim report from a group of consultants looking at the organization’s database. The Directors are unclear about some of its contents and have asked you to write a technical appendix to the report which clarifies the differences and examples of **four** main types of customer data used to construct a database. **(Total 20 marks)**

**QUESTION 7**

As part of your interview with a leading commercial bank, you have been asked

to prepare notes to the Marketing Director that explains the following:

1. Justification for using focus groups to collect qualitative data. *(3 marks)*
2. **Five** considerations when putting together a focus group. *(5 marks)*
3. **Three** advantages and **three** disadvantages of using focus groups to collect qualitative data *(12 marks)*

**(Total 20 marks)**

**QUESTION 8**

The Marketing Director needs guidance in his selection of an agency to undertake a project of marketing research. He has received proposals from three agencies.

1. Outline at least any **five** selection criteria that can be used to determine the successful agency *(10 marks)*
2. Present **five** elements of the professional code of marketing research practice that relate to the relationship between researchers and clients. *(10 marks)*

**(Total 20 marks)**

**END OF EXAMINATION PAPER**