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**INSTITUTE OF BANKERS IN MALAWI**

**ADVANCED DIPLOMA IN BANKING EXAMINATION**

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

**Date: Friday, 3rd May 2013**

**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 in this section

**QUESTION 1**

Write short notes on each of the following non-probability sampling techniques:

1. Quota sampling. *(5 marks)*
2. Judgmental or purposive sampling. *(5 marks)*
3. Snowball sampling. *(5 marks)*

**(Total 15 marks)**

**QUESTION 2**

1. Telephone survey/interview is one of the fastest ways of gathering data from respondents/interviewees. As a Marketing Executive, you have been requested by your Marketing Manager to prepare a report that highlights the factors that have led to the rise in the use of telephone survey/interview to get the perception of the market on the banks’s new products/services.  *(10 marks)*
2. Compare and contrast marketing research and market research. *(5 marks)*

**(Total 15 marks)**

**QUESTION 3**

Research is an important tool for obtaining information that is used for decision making in any organization, but research is subject to a number of errors such as non-sampling which can render its usefulness questionable. As a Research Executive, your Marketing Manager has asked you to explain **three** of these non-sampling errors and suggesting ways of minimizing them. **(Total 15 marks)**

**QUESTION 4**

Marketing research aims at collecting data about people, resulting in Marketing Researchers depending on the trust of those people (respondents). Most developed countries, such as the United Kingdom (UK), have developed specific legislations to protect the privacy of individuals who participate in marketing research. These legislations establish data protection principles as well as rights of subjects.

1. Explain **any five** of these data protection principles. *(10 marks)*
2. Outline **any four** rights of subjects. *(5 marks)*

**(Total 15 marks)**

**SECTION B (40 MARKS)**

Answer **ANY TWO** questions from this section

**QUESTION 5**

Metropolitan Bank wishes to establish a branch in the City of Mzuzu where competitor banks are already operating. The bank wants to carry out a research to establish the viability of such a decision and has chosen your Research Agency to do the research.

**Required:**

As the Research Officer, you have been asked to produce a research proposal for Metropolitan Bank addressing the need for the research. **(Total 20 marks)**

**QUESTION 6**

You are a Research Executive of a newly established bank in Malawi and your Director of Marketing has asked you to prepare a report that will be presented to Management addressing the following:

1. The basic kinds of databases. *(8 marks)*
2. The barriers to effective use of databases. *(12 marks)*

**(Total 20 marks)**

**QUESTION 7**

Observation is one of the fastest growing research methods. It is one of the methods that is also benefiting from technological advancements.

**Required:**

As a Research Executive, your Marketing Manager has asked you to produce a report to describe any **four** merits and **two** demerits of using observation research. **(Total 20 marks)**

**QUESTION 8**

ABC Bank of Malawi is considering establishing businesses in Tanzania, Uganda and Kenya. Before implementing this decision, ABC Bank would like to undertake International Marketing Research whose results will inform the Bank’s decision.

**Required:**

As the Bank’s Marketing Executive, prepare a report that outlines the stages that ABC Bank needs to take in order to successfully carry out the research.

(**Total 20 marks)**

**END OF EXAMINATION PAPER**