ASSIGNMENT 1ST SEMESTER : MARKETING RESEARCH (MR)
MARKETING RESEARCH: THEORY 3 (MRT301)
BUSINESS RESEARCH: THEORY 3 (BRT301)

CHAPTERS COVERED : CHAPTERS 3, 5 AND 7
DUE DATE : 3:00 p.m. 18 MARCH 2014
TOTAL MARKS : 100
MATERIAL SUPPLIED : CASE STUDY

INSTRUCTIONS TO CANDIDATES FOR COMPLETING AND SUBMITTING ASSIGNMENTS

The complete ‘Instructions to Students for Completing and Submitting Assignments' must be collected from any IMM GSM office, the relevant IMM GSM recognised Additional Tuition Centre or can be downloaded from the IMM GSM website. It is essential that the complete instructions be studied prior to commencing your assignment. The following points highlight only a few important notes.

1. You are required to submit ONE assignment per module.
2. The assignment will contribute 20% towards the final examination mark, and the other 80% will be contributed by the examination, however, the examination papers will count out of 100%.
3. Although your assignment will contribute towards your final examination mark, you do not have to earn credits for admission to the examinations; you are automatically accepted on registering for the exam.
4. Number all the pages of your assignment (e.g. page 1 of 4) and write your name and surname, student number and subject at the top of each page.
5. The IMM GSM requires assignments to be presented in a typed format, on plain A4 paper. Unless otherwise specified, this assignment must be completed within a limit of 2500 words, excluding the bibliography. Students who exceed the word limit may find that only part of the submitted assignment will be marked.
6. A separate assignment cover, which is provided by the IMM GSM, must be attached to the front of each assignment.
7. Retain a copy of each assignment before submitting, in case the original does not reach the IMM GSM.
8. The assignment due date refers to the day up to which assignments will be accepted for marking purposes. The deadline is 3:00 p.m. on 18 March 2014. Late assignments will be accepted, but 25 marks will be deducted from the maximum mark, if received after 3:00 p.m. on 18 March 2014 and up to 5:00 p.m. the following day, after which no assignments will be accepted.
9. If you fail to follow these instructions carefully, the IMM Graduate School of Marketing cannot accept responsibility for the return of the assignment. It may even result in your assignment not being marked.

Results will be available on the IMM GSM website: www.immgsm.ac.za on Friday, 2 May 2014.
Read the mini case study below and answer all the questions that follow based on it.

The marketing director for digital channels of a leading South African bank would like to increase market share in the bank’s new digital marketing channels in the growing youth segment of the market, particularly the Generation Y customers that are techno-savvy and starting to earn consistent incomes. The bank is uncertain whether it is providing this segment with the necessary ease of access, applications, and technology to grow this business, nor how it stands relative to the competition. The marketing director is particularly interested in mobile banking usage, whether the bank is gaining or losing market share over the last few years, and what the perceptions of the target market are of the bank’s image in mobile banking. The marketing director intends to engage the services of a market research agency to provide this information.

Based on the mini case study above, answer all the questions below. You may make any reasonable assumptions that you believe may be useful in answering the questions.
QUESTION 1

With reference to the mini case study above, describe

1.1 the marketing problem. (5)
1.2 the research problem. (5)
1.3 possible research questions. (5)

QUESTION 2

As a marketing researcher, you are tasked with preparing a brief report for your client, using the Internet and other sources, about the mobile banking market in South Africa. The report, based on secondary research, must address the following issues:

2.1 The market statistics over the last 5 years, penetration, growth, etc. (15)
2.2 Who are the current market leaders and why? (5)
2.3 Any trends in technology or consumer behaviour that might provide insights into the market situation, e.g. switching behaviour. (20)
2.4 List of references. (5)

QUESTION 3

With reference to the mini case study above, and assuming that primary research will be conducted to gather information, describe how the survey techniques can be used to address the research problem.

PRESENTATION

ASSIGNMENT TOTAL: 100