



ASSIGNMENT MEMORANDUM

SUBJECT : BASIC MARKETING RESEARCH 2 (BMR 201)

ASSIGNMENT : 2ND SEMESTER 2011

This assignment will be graded according to the mark allocation indicated at each of the sections.

There are obviously no 'wrong' or 'right' answers as far as this assignment is concerned. The mark allocation will mainly depend on the quality of the work that the student has produced.

However, some of the considerations in the mark allocations are the following:

TITLE PAGE [3]

Does the working title sufficiently reflect the content of the topic of the research?
 Is it formulated in a precise and unambiguous manner?
 Does it reflect the most important variable/s that are/is being investigated?

INTRODUCTION [5]

Was the introduction produced in an essay format with paragraphs?
 Does it supply enough background information so that the reader will understand the problem statement that follows?
 Does it sufficiently describe the context of the study?
 Does it give a rationale for the study?
 Is it written in a logical fashion?

STATEMENT OF THE PROBLEM [15]

Is the problem worth researching?
 Is the problem a solvable problem?
 Does the problem link to theory?
 Does the research problem cumulate into a clear statement of a research question?
 Can a research hypothesis be deduced from the problem statement?
 Does the problem fall within the field of marketing or marketing management?
 Can the research problem be addressed within a realistic time frame and within reasonable budget constraints?

Is it possible to access data in being able to solve the problem?
 Does the research have the possibility to provide fresh insights on the problem?
 Is it possible to deduct the unit(s) of analysis from the statement of the research problem?

HYPOTHESES [5]

Do the research hypotheses flow logically from the problem statement?
 Does the hypothesis offer a tentative solution to the problem?
 Is the research hypothesis formulated in a precise and exact format?
 Is the hypothesis in line with the title of the research proposal?

RESEARCH OBJECTIVES [3]

Are the research objectives clearly stated?
 Are the research objectives in line with the scientific method of marketing research?
 Does the research project comply with the standard ethical considerations?

DEFINITIONS OF CONCEPTS [3]

Has the student selected the most appropriate concepts?
 Are the concepts reflected in the title?
 Are the concepts defined in an acceptable manner?
 Do the concepts relate to existing theories?

ASSUMPTIONS [3]

Do the assumptions link to the assumptions for qualitative or quantitative research?

DELIMITATIONS OF THE RESEARCH [3]

Has the reader set realistic boundaries for the research?

LITERATURE REVIEW [15]

Does the literature review relate to the topic of research?
 Does it form a theoretical frame of reference for the proposed research project?
 Does the literature review indicate that the student has at least done some preliminary reading about the topic of investigation?
 Can the student integrate the secondary data in a cohesive and logical manner?
 Does the literature review indicate some understanding from the student about the facts and theories in the field of research?
 Are the sources correctly referenced?

RESEARCH METHODOLOGY [15]

Has the student selected an appropriate research methodology?
 Has it been described correctly and in sufficient depth?
 Will the selected methodology lead to the realistic gathering of primary data?

Are the issues of validity and reliability addressed in the description of the research methodology?

MEASUREMENT [5]

Has the student indicated the correct measurement elements, especially with regard to quantitative research?

If a research questionnaire is applicable, has it been described in sufficient depth?

How are the reliability and validity issues handled?

Does the measurement comply with ethical guidelines?

SAMPLING [5]

Has the student described the correct sampling technique?

Has the student referred to any sampling frame?

Is the sampling technique described in sufficient depth?

ANALYSIS OF DATA [10]

Has the student selected an appropriate technique/s for the analysis of data?

Are the techniques correctly described?

Does the technique fit the purpose of the study?

REFERENCE LIST (Marks included in overall presentation)

PRESENTATION [10]