



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

CHAPTERS COVERED : CHAPTERS 4 AND 9

DUE DATE : 3:00 p.m. 20 MARCH 2012

TOTAL MARKS : 100

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 Student Support 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 subject.
2. The assignment will contribute 20% towards the final examination mark, and the other 80% will be contributed 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 1500 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 20 March 2012. Late assignments will be accepted, but **25 marks** will be deducted from the maximum mark, if received after 3:00 p.m. on 20 March 2012 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, 4 May 2012.

Answer ALL the questions

Prescribed textbook: Wiid, J., and Diggins, C., 2009. <i>Marketing Research</i> . Cape Town: Juta.
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QUESTION 1	[60]
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A marketer of soft drinks wants to assess future potential marketing opportunities in the soft drink market. The soft drink producer approaches you with a request to conduct the marketing research and requires a marketing research proposal to start with. Design a marketing research proposal for the soft drink marketer addressing the following issues:

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|----|-----------------------------------|------|
| 1. | The project title | (5) |
| 2. | The statement of the problem | (5) |
| 3. | Research questions and objectives | (5) |
| 4. | A brief literature review | (5) |
| 5. | The research design | (10) |
| 6. | The type of sampling to be used | (5) |
| 7. | Data collection method/s | (15) |
| 8. | Staffing requirements | (5) |
| 9. | Estimated costs and time schedule | (5) |

QUESTION 2	[30]
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Produce a comprehensive and detailed structured questionnaire that the organisation identified in Question 1 above can use in a survey to obtain the information it seeks.

PRESENTATION	[10]
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ASSIGNMENT TOTAL: 100