

**UNIVERSITY OF SWAZILAND
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION
MARKETING RESEARCH
SUPPLEMENTARY EXAMINATION 2018**

TITLE OF PAPER: **MARKETING RESEARCH**
COURSE: **BUS320/BA319/BA319 IDE**
DEGREE AND YEAR: **BCOM3/IDE**
TIME ALLOWED: **THREE HOURS**

INSTRUCTIONS:

1. THIS PAPER CONSISTS OF SECTIONS A AND B.
2. SECTION (A) IS COMPULSORY.
3. ANSWER QUESTION #1 (COMPULSORY) AND TWO OTHER QUESTIONS FROM SECTION (B).
4. LAY YOUR WORK OUT CLEARLY USING HEADINGS, SUBHEADINGS, AND PARAGRAPH NUMBERS. ANSWER THE QUESTION AS ASKED.
5. THE EXAMINATION SHOULD BE CONDUCTED IN STRICT SILENCE.
6. THIS IS A CLOSED BOOK EXAM. NO BOOKS OR NOTES MAY BE CONSULTED DURING THE EXAM.
7. ENSURE THAT YOUR ID NUMBER IS INDICATED ON YOUR EXAMINATION COVER PAGE. NO NAMES SHOULD BE RECORDED ANYWHERE ON THE EXAMINATION BOOK.
8. FAILURE TO OBSERVE THE STATED RULES WILL BE CONSIDERED CHEATING AND WILL BE HANDLED ACCORDING TO UNISWA REGULATIONS.

FOUR PAGES

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GRANTED PERMISSION**

MARKETING RESEARCH 2018

SECTION A

Read the case and answer all questions in this section (40 marks)

Welcome Home Church

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Reverend Larry Love is pastor of the Welcome Home Church (WHC) located in a middle-class section of a city with a population of 50,000 people. Reverend Love was called as pastor of the church approximately four years ago. He had high hopes of increasing overall membership in the congregation, as well as expanding the church's outreach ministry. Unfortunately, highly successful ideas and programs that he had implemented in his previous churches had not achieved similar success levels, nor had the size of the congregation shown any measurable increases during his four-year tenure at the church. Reverend Love felt at this time that he would need to take a different approach in order to achieve his vision for the church.

Reverend Love contacted Ms. Jennifer Odom of Outsource Solutions, Inc., an independent marketing research company located in the area. When Love and Odom met, she asked Reverend Love a series of questions. First, she asked him to describe the church's mission, member profile, and summarize the types of programs that the church had implemented in the past. WHC's mission was to reach as many people as possible in order to provide a church home in which members could grow in their faith, knowledge, and love of Christ. The types of programs that the church presently had in place could be described as the standard types of programs that many churches employ. Specifically, WHC has two services on Sunday (one at 9:30 a.m. and one at 6:00 p.m.), and one service on Wednesday evening (6:30 p.m.). In addition, the church offers a Christian Education program for children and adults on Sunday morning, a Tuesday morning Bible study, and special preparatory classes as needed. The church has a very active women's organization, a small, but dynamic youth program, and a good volunteer program to visit the sick and the elderly.

The typical adult-member profile suggests that members tend to be either in their twenties or ages forty-five and up (approximately 5 percent of adult members are retired). Many of the adult members could be described as "working class," and generally have high school degrees with some education following high school (either vocational-technical training or a couple of years of college). Reverend Love indicated that the congregational population is somewhat racially diverse, a strength that the church had enjoyed for years.

Ms. Odom asked Reverend Love about unsuccessful programs that he had initiated during his four years, which had been successful in other churches. He disclosed that he had tried to initiate a men's program that would allow male members to come together once a month and complete home improvement projects for less fortunate community and church members. This effort was met with only "lukewarm" enthusiasm, and was short-lived. Also, he had attempted to implement a "prayer buddy" program in which congregational members partnered with another church member to make contact each day (most

often by phone) and spend approximately five minutes in prayer with each other. Few adult members expressed any interest in this program. Finally, Reverend Love attempted to engage the church members in a project to study the likelihood of building a youth hall, but this endeavor never got past the preliminary discussion stage.

Odom then asked Love if the church had ever engaged in any type of member satisfaction survey or any type of community market research study to determine if needs people had were being met by their present church. Also, if a community member was not associated with a church, what might be the reasons for non-affiliation? Love stated that he and his staff had conducted a small study of church members and that the responses of members indicated that they generally were happy with the present programs and that these programs tended to meet their personal needs. While Reverend Love was happy with the overall response level of members, the fact remained that the congregation level had remained somewhat constant, showing no upward or downward trends of membership in any of the major areas (youth, young families, singles, older members, etc.).

Odom made the observation that if Reverend Love wanted to see growth in his congregation, understanding the different factors and issues of both present members and nonmembers would be very useful to determine future church programs, initiatives, and direction. In addition, she suggested to Love that churches (and businesses) can fall into the trap of trying to be all things to all people. Having a database of information would allow the church to decide how to focus its programs to attract a desired group of new members (e.g., members between the ages of thirty and forty-five, members with children ages ten to twenty, etc.). Odom shared an example of a church in the Houston area which, after completing a market research project, began to target individuals, many of whom were homosexual, living in the area who were dying from AIDS. The church used the research to develop a target market, then made changes to its overall mission statement. A negative outcome of this, however, was that some of the established members left the congregation. Reverend Love agreed that the church might have to prioritize the type of members it wished to attract and that a database of information would be the most logical approach in addressing the growth issue.

Reverend Love decided the market research idea was worth pursuing and that he and Odom would meet in a couple of weeks to begin the formal process.

Questions

1. List and explain all of the marketing management problems facing WHC? **(15 Marks)**
2. What marketing research objectives would you propose for the WHC? **(15 Marks)**
3. Based on the information presented in the case, what types of information should Odom attempt to find? **(10 Marks)**

SECTION B

Total of THREE QUESTIONS

Answer Question 1 and two other questions in this section (60 Marks)

QUESTION 1 (COMPULSORY)

- a. What is quantitative research? (10 MARKS)
- b. What is qualitative research? (7 MARKS)
- c. Discuss situations in which qualitative research is useful. (3 MARKS)

QUESTION 2

- a. Explain the differences among a product-oriented firm (6 Marks),
- b. a production-oriented firm (6 Marks), and
- c. a marketing-oriented firm (6 MARKS), and
- d. the role marketing research plays in each. (2 Marks)

QUESTION 3

- a. Explain why researchers often look for secondary data first when conducting research. (10 Marks)
- b. What are the drawbacks of using secondary data? (10 MARKS)

QUESTION 4

Your marketing research company has been asked to help a grocery store understand why their sales are decreasing. Describe the procedure you should follow to address this research request. Be sure your answers are specific to this example. (20 MARKS)

TOTAL 100 MARKS