

UNIVERSITY OF FORT HARE

MARKETING RESEARCH
BEC 321/E and 324/E

MAIN EXAM

NOVEMBER 2019

Time: 2 hours (BEC321); 2 hours 30 minutes (BEC324)
Subject: BEC 321/E and BEC 324/ E
Marks: 50

This paper consists of 4 pages including the cover page

Internal Examiners

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INSTRUCTIONS

1. Ensure you write the correct subject name and the correct date on the cover page.
2. Ensure that your name is clearly indicated on the cover page.
3. Clearly number each question within your paper.
4. Please attempt to write as neatly as possible as illegible handwriting cannot be marked.
5. Please attempt to answer your questions in the correct order, leave space for questions you wish to answer at a later stage in the examination.

PAPER SPECIFIC INSTRUCTIONS TO CANDIDATES:

SECTION A: QUESTION ONE IS COMPULSORY

SECTION B: SELECT EITHER QUESTION TWO OR QUESTION THREE.

SECTION C: ONLY BEC324/E students should answer this section.

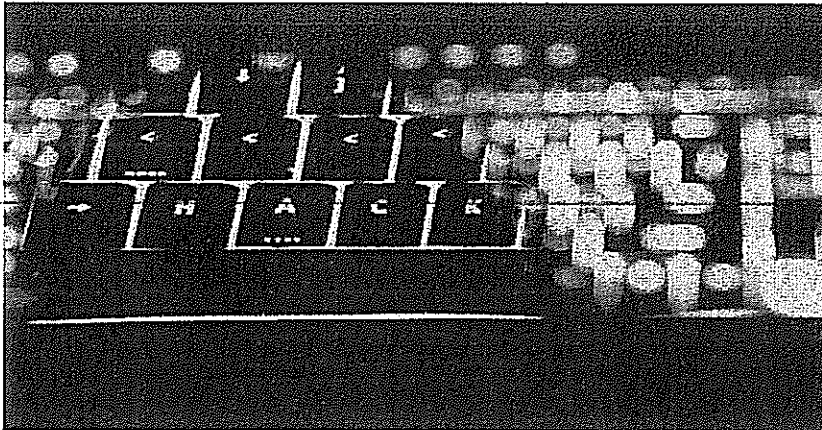
GOOD LUCK!

SECTION A:

Read the mini-case study carefully and answer the questions that follow

Liberty share falls after data breach

19 JUNE 2018



Liberty's share tumbled 4% on Monday as the insurer divulged little new detail of a data breach unlikely to result in a fine, even if the company has fallen foul of information-protection laws. The breach is the latest blow for Liberty, whose earnings have gone backwards for the past two financial years. What is evident is Liberty is slowly losing customers' trust and this has a detrimental effect on its public image and reputation. Revelations of Liberty's hack smacked its share price too. It fell 4.7% in the two days afterwards, wiping R1.68bn off the firm's R34bn market value.

Liberty told customers at the weekend that hackers had infiltrated e-mails and attachments and were demanding payment for the stolen data. Liberty had refused the "attempted extortion", it said. The Liberty hack is significant because it's "the biggest breach yet of a financial services corporation in SA," says Arthur Goldstuck, MD of World Wide Worx. Liberty was in full control of its IT environment, CEO David Munro said on Sunday. Even though, "at this stage there is no evidence that any customers have suffered any financial losses", Liberty's customers have every right to be anxious about this incident, as personal data shared on the web could lead to a series of public liability issues in the future. Liberty Company, which could not quantify what the attack would cost it, declined to comment on whether it had cyber insurance.

Digital distribution specialist advised that customers who could prove they had suffered damages because of a data breach at a business could institute civil action, but given the number of data breaches that had occurred recently, including "Master Deeds", Facebook and ViewFines, it could be difficult to prove which breach had caused a loss, unless a customer could prove that information had been shared only with a specific company.

Adapted from: <https://www.businesslive.co.za> Accessed 28th of August 2018.

QUESTIONS

(30 marks)

A marketing research company was hired to assist Liberty Company with unearthing possible effects of the data breach at Liberty Company and provide possible recommendations for Liberty to gain back the customers' trust. As a senior marketing research consultant you are asked to answer the following questions:

- 1.1 From a marketing point of view, state the main problem that Liberty Company is facing after the data breach. (2)
- 1.2 Given the problem under analysis, articulate a clear research objective which needs to be achieved during the research project. (3)
- 1.3 Describe the three different research designs one may use in a research study and indicate which research design would be most applicable in the case of the research project for Liberty. Explain the reason for your answer. (9)
- 1.4 Briefly outline the three different research approaches which can be used in a research project and explain which approach would be most suitable for this project. (9)
- 1.5 Briefly discuss each of the steps that may be followed when carrying out this research project for Liberty. (7)

SECTION B: Answer either Question 2 or Question 3

QUESTION 2

[20]

2.1 Sample size is determined either by using statistical methods, or just blind guessing. Discuss the general procedure to follow in order to determine a sample size statistically. (6)

~~2.2 Discuss the steps followed in hypotheses testing. (14)~~

OR

QUESTION 3

[20]

3.1 Describe the probability sampling methods that can be used by researchers. (10)

3.2 Explain factors that researchers should consider when selecting an appropriate statistical test. (10)

SECTION C: ONLY BEC324/E students should answer this section

Question 4

[25]

4.1 any three measures of central tendency and any three measures of dispersion. (12)

4.2 Discuss the advantages and disadvantages of using web-based surveys. (13)

END OF EXAM PAPER