

Correction of the Exam: Marketing research 1

Part 01: (11pts)

I-Complete the table: 03pts

According to:	Marketing research	Marketing information system (MIS)
The problem	It solves the problem 0,5pt	Avoid the problem and resolve it 0,5pt
The data	external data 0,5pt	external and internal data 0,5pt
The process	Instant processing 0,5pt	Continuous processing 0,5pt

II- Find the correct term related to the MIS, for each sentence: 02pts

1-It brings together information that seems useless from all services, in order to exploit it.

The internal reporting system 0,5pt

2-It uses information coming from external sources to better understand the competitors

The marketing intelligence system 0,5pt

3- It includes the software programs and tools companies may use to collect, organize and analyze data.

The marketing data support 0,5pt

4- It consists of preparing collecting, analyzing and using of data relating to a marketing situation.

The marketing research 0,5pt

III-Put the suitable source of information for each situation: 06pts

1-The company wants to know if the merchandising of its product in supermarkets is effective.

Observation 01pt

2- In order to study the obstacles when purchasing local products, the company carries out individual interviews with Algerian participants. Deep interviews 01pt

3- The participants cannot express themselves, so the researcher asks them to interpret the behavior of others, leading them to indirectly describe their opinions: Projection 01pt

4-CAB, IZDIHAR, BESTOM and CARA consult together an expert to carry out the same study, in order to reduce costs. Omnibus 01pt

5-To explain the impact of price on sales volume, the company varies the price and observes the results.

Experimentation 01pt

6-A new startup develops a market study as part of its business plan, it collects the data from internet.

Free documentary source (Internet) 01pt

Part 02: Case study (08 pts)

Sarl CEBON is an Algerian family business created in 1997, specialized in the production of food ingredients intended for pastry.

Since the summer of 2024, El Mordjene a part of CEBON, has enjoyed a viral success on the international scale. This product became a real phenomenon developed by the opinions of several influencers on social media.

Actually, Elmordjene spread and hazelnut cream are not always available in sales areas. This problem is outside the control of the company, and increased its prices.

References:

- Official website of the company: <https://cebon.dz/>
- Dzair news website: <https://www.dzairdaily.com/el-mordjene-le-fabricant-repond-a-la-polemique-sur-les-prix/>

Answers:

1-CEBON manager asks you to collect Data in order to solve the problem. 03,5pts

- a. What is the problem?

Availability problem of some products, which leads to price increases by intermediaries. 01pt

- b. Which type of marketing research is suitable to answer this problem? **Qualitative research 01pt**
- c. What is the method (information source) you can use in this situation? **Observation of many sales areas to know the source of the problem, then do interviews with some intermediaries 01,5pt**

2- The previous type of research allowed you to identify insufficient information. 04,5pts

- a. what other type of research can you use? **Quantitative research 01pt**
- b. What is the relationship between this type of research and the qualitative research? **02 pts**

Qualitative research generates several solution ideas that can be measured by quantitative research. Quantitative research can reveal unexplained and incomprehensible results, in which case we seek the causes through qualitative research.

- c. What are the features of the qualitative research? **01,5 pts**

- Open

-Non directive

-Permissive

-Indirect

-Few participants

-Special selection method

-Special data interpretation methodg

+01 pt for using English

Good luck

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