EXAM MODEL 2:

1.- After looking an illustration of the Marketing Information System (MIS) (like the one we've seen in class), an sceptical CEO (general manager) from a well known beverage company said:
If we processed all the data that this chart is supposed to distinguish as 'relevant', we'd be overload with it, and its transformation into 'valuable' information would always come late. Because of this, whenever a young employee comes to me with new ideas about 'data mining' or 'data warehousing', I respond that our Information Technologies department (IT) *is already big enough and that it makes no sense spending more money on software or hardware.*
What would you say to this CEO? (provided that you don't fear to be sacked!!).

2.- *The interviewer's profile, and its differences with respect to the respondents' profiles, is not important at all in a <u>personal survey.</u> However, it has some importance in a <u>qualitative problem-focused interview</u>, and lastly, it is of the highest importance in an <u>ethnographical interview</u>.*
Comment this phrase defining briefly each one of the underlined concepts.

3.- *EMANCIPATE* is a non-governmental organisation (NGO) aiming to look after the rights and the improvement of living conditions for the mentally-handicapped people. After conducting a series of brainstorming sessions and filtering of ideas, the managing team has devised a set of 6 questions to be asked to individuals of all walks of life. Luis, a 4th course student and grant holder who works for this NGO, has suggested the use of a telephone <u>*omnibus*</u>. Do you consider it appropriate? Please explain, providing a brief definition for the underlined concept.
[Questions 5 to 8 are part of the same example]

5.- Heinnekken beer would like to conduct a survey to 18-25 year-old male Spaniards in order to determine how it is distinguished from these 3 other brands of draught beer (i.e, beer served in glass at restaurants, pubs or bars): San Miquel, Clasberg and Cruzcampito. A marketing research firm has devised a series of blind tests of draught beer by means of a personal survey in order to gather the respondents' opinions. Two bars and three restaurants in Zaragoza have been contacted and will collaborate with the study leasing out their locals in order to do the fieldwork. A set of 20 questions with Likert scales would measure these qualities (factors): flavour, strength, alcoholic grade, colour, quantity of foam, and general appearance. By using this questionnaire, the researchers are confident with succeeding in getting a good measurement of Heinnekken's physical quality.
One of the researchers has serious doubts about this study. She says: "*Although there may not be any problem with the <u>reliability</u> of this scale, I see serious problems with its <u>validity</u>*".
Do you think she is right? Define the underlined words and argue your answer.

6.- Following with the previous example, another researcher does not agree either with the data-gathering or with the sampling process. If the population is exactly "18-25 year-old male Spaniards", suggest a sampling process, specifying a <u>*sampling framework*</u> that you would use.
7.- Define the concept underlined in the previous question. What is the difference with that of *population*?
8.- Finally, in order to have more guarantee that the selected variables and the questions are *reliable* and *valid* for the aims of the study, what would you suggest? At what phase in the marketing research process would you put it into practice?