



ZIMBABWE

**MINISTRY OF HIGHER AND TERTIARY EDUCATION,
INNOVATION, SCIENCE AND TECHNOLOGY DEVELOPMENT**

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL CERTIFICATE

IN

SALES AND MARKETING MANAGEMENT

MODULE: Market Research

PAPER NO: 341/22/M03

DURATION: 3 hours

NOVEMBER/DECEMBER 2025 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

- 1. Answer any five (5) questions.**
- 2. All questions carry equal marks.**
- 3. Start each question on a fresh page.**

QUESTION 1

Describe five (5) factors a marketer should consider when conducting micro-environmental analysis. (20 marks)

QUESTION 2

Examine David Aaker's market analysis dimensions. (20 marks)

QUESTION 3

Discuss any five (5) importance of customer analysis. (20 marks)

QUESTION 4

Outline Micheal Porter's framework for competitor analysis. (20 marks)

QUESTION 5

Explain any four (4) criteria of evaluating secondary data in marketing. (20 marks)

QUESTION 6

Outline the three (3) research designs that can be used in market research. (2 marks)

QUESTION 7

Highlight any five (5) methods used to analyse market research data. (20 marks)

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