

UNIVERSITI SAINS MALAYSIA

Peperiksaan Semester Kedua
Sidang Akademik 1997/98

Februari 1998

AMW343 - PENYELIDIKAN PEMASARAN

Masa: [3 jam]

ARAHAN

Sila pastikan bahawa kertas peperiksaan ini mengandungi **LIMA (5)** muka surat yang bercetak sebelum anda memulakan peperiksaan.

Jawab **EMPAT (4)** soalan. Soalan 1 dan 2 adalah **WAJIB**. Pilih dua soalan lain.

Soalan 1 (WAJIB)

Pengarah Pengurusan Polis DiRaja Malaysia, Datuk Mohd. Jamil Johari telah melancarkan projek penyelidikan tentang tanggapan orang ramai terhadap perkhidmatan polis pada 1 November 1997 yang lepas.

Borang soal selidik telah diedarkan melalui 15 ibu pejabat polis negeri, 124 ibu pejabat daerah polis and 734 balai polis di seluruh negara. Borang soal selidik yang telah diisi boleh dikembalikan kepada Pengarah Pengurusan Polis DiRaja Malaysia dengan menggunakan sampul surat berselem yang boleh didapati dari semua stesen polis. Kos penyelidikan ini menelan belanja sebanyak RM100,000.00 .

Kadar respon di akhir bulan November mengecewakan. Anda telah diundang untuk membantu Polis DiRaja Malaysia agar projek ini menghasilkan kadar respon yang lebih baik. Beri pandangan anda tentang kelemahan strategi pengutipan data yang telah digunakan dan cadangan mengatasi permasalahan yang telah wujud.

(Sumber akhbar The Star, 1 & 22 November 1997 - Lihat Lampiran).

[20 markah]

...2/-

Soalan 2 (WAJIB)

Terangkan dengan ringkas istilah-istilah berikut:

- (a) Populasi
- (b) Sampel
- (c) Banci
- (d) Data primer
- (e) Data sekunder
- (f) Penyelidikan kualitatif
- (g) Penyelidikan kuantitatif
- (h) Perbincangan kumpulan fokus (focus group interview)
- (i) Temu duga peribadi (personal interview)
- (j) Pengamatan peserta

[40 markah]

Pilih **DUA** soalan sahaja.

Soalan 3

Bincangkan perkaitan diantara pemilihan skala dan teknik menganalisis data.

[20 markah]

Soalan 4

Soal selidik merupakan satu cara yang paling mudah untuk memperolehi maklumat. Huraikan perkara-perkara yang perlu dititikberatkan dalam proses membentuk soal selidik.

[20 markah]

...3/-

Soalan 5

FAMA telah menubuhkan Pergerakan Perkumpulan Wanita (KPW) diseluruh negara untuk menghasilkan kuih tradisional secara komersil. Pengurusan atasan FAMA ingin mempertingkatkan kegiatan pemasaran agar kuih-kuih tradisional yang dihasilkan oleh KPW mendapat pasaran yang lebih meluas. Anda telah dilantik untuk mengkaji potensi pasarannya dan isu-isu berkaitan dengan pemasaran kuih-kuih tradisional. Sediakan permasalahan penyelidikan serta rekabentuk penyelidikan yang anda akan gunakan.

[20 markah]



Cops to hold nationwide survey 22/10/97 on their performance

By NG SU-ANN

STAR T

PENANG: About 21 million questionnaires to gauge the quality of police service will be sent to more than 700 police stations nationwide to be distributed to the public, beginning next Friday.

Inspector-General of Police Tan Sri Abdul Rahim Noor said anyone, including primary school students who had dealt with the police, could give their opinions by filling up the questionnaires.

"The survey is a step towards better police service," he said, adding that there was room for improvement for the 82,000 policemen in the country.

Rahim said the survey would include questions on the efficiency and manner of the duty officer.

"There is no time limit to fill up the forms. The faster all questionnaires are completed, the sooner we can analyse and improve accordingly on our service.

"The survey will be ongoing and we will come up with a new set of questionnaires," Rahim told reporters after launching the Police Officers Association Meeting yesterday.

He said that rural and urban people seemed to have different opinions about the police force.

"Thus, we are taking a pro-active role in compiling the good and bad views from the public on our service.

"Present society is extraordinary. When we arrest, we are accused of doing wrong by certain parties. But when we don't arrest,

we are also blamed for being wrong," he said.

Rahim called on the supervisory officers, including CPOs and OCPDs to work in integration and co-operation with other officers.

"It is useless to increase the police force without a proper supervisory measure," he said.

MONDAY December 22 1997 THE STAR

Poll by cops gets poor response

By NELSON BENJAMIN

KUALA LUMPUR: Public response to the 500,000 questionnaires on the police force distributed early November has been quite discouraging, said Bukit Aman Director of Management Comm Datuk Mohd Jamil Johari.

Comm Jamil said for every 100 questionnaires that were given out, only 22 were returned and that the department was looking into ways to overcome the problem.

"However, while the number of questionnaires mailed back to us was small, the feedback on the services provided at police stations was graded very good," he said, adding that the feedback was beyond their expectations.

Asked about public views on other services provided outside the police station, he said the department had yet to collate the data on that area and that the full details on the analysis would be released to the media soon.

The forms, with postage-free envelopes are being distributed to the public free of charge to give them an opportunity to assess the quality of service in the police force.

The public can obtain the forms from the 15 state police headquarters, 124 district police head-

quarters and 734 police stations nationwide.

It is learnt that the police spent more than RM100,000 on the questionnaires. The assessment exercise, which started on Nov 1 will halt for a month and resume in February.

Comm Jamil was speaking to reporters after opening the annual general meeting of the Association of Former Policemen at Bukit Aman yesterday.

He said the department was also trimming its expenditure in various sections including deferring projects which were still in the planning stage and slowing down on-going projects.

Comm Jamil said the proposal to equip all police cars with computers and getting all the police stations to go on line will also be slowed down.

"Although in principle, we have agreed to implement the projects, there are still uncertainties due to the present economic situation," he said, adding that the installation of computers in a pilot project in Kuala Lumpur recently had been found to be useful.

Deputy Home Minister Datuk Tajol Rosli announced recently that all police patrol cars in the Klang Valley would be equipped with laptop computers before the Commonwealth Games.

