



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
Plot 91, Cadastral Zone, NnamdiAzikiwe Express Way, Jabi - Abuja  
**FACULTY OF MANAGEMENT SCIENCES**  
**2021\_1 EXAMINATION ...**

**COURSE CODE: MKT 837**

**COURSE TITLE: MARKETING RESEARCH**

**CREDIT UNIT: 3**

**INSTRUCTION: 1. Indicate your Matriculation Number clearly**

**2. Attempt question one (1) and any other three (3) questions; four questions in all**

**3. Question one (1) is compulsory and carries 25 marks, while the other questions carry 15 marks each.**

**4. Present all your points in a coherent and orderly Manner**

**TIME ALLOWED: 2½Hours**

1. Briefly define these terminologies – (a) Personal interview (b) Primary or field research (c) Problem definition (25MARKS)
2. Briefly discuss the objectives of marketing research objectives. (15MARKS)
3. Define marketing research and state its purpose in the research world. (15MARKS)
4. Briefly explain the following research terminologies (a) Marketing research proposal (b) Decision making process (c) Value system. (15MARKS)
5. Define the following terms (a) Corporate planning (b) SWOT (c) Management. (15MARKS)