NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2020_2 EXAMINATION

COURSE CODE: MKT403   **CREDIT UNIT: 3**
COURSE TITLE: MARKETING RESEARCH
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: 2½ Hours

Question 1

To maintain the certain control needed, it is important to solicit for accurate data from the right sources so that the objective of solving market research can be ascertained. In view of the above, succinctly explain the marketing research process.   **25 Marks**

Question 2

     (a) Briefly explain three types of marketing research decisions   **10 Marks**

     (b) Outline characteristics of a good research objectives   **5 Marks**

Question 3

     (a) Mention and succinctly explain three types of interviews conducted in marketing research

                                                          9 Marks

     (b) List and briefly discuss categories of marketing research objectives according Bloom et al, 2000

                                                           6 Marks

Question 4

     (a) In a tabular form, differentiate between personal interview and postal interview **10marks**

     (b) Outline five qualities of a good questionnaire   **5 Marks**

Question 5

Briefly explain the following concepts as related to marketing research.

     (a) Classic model of decision making   **5 Marks**

     (b) Bounded rationality model   **5 Marks**

     (c) Judgement based marketing decision making   **5 Marks**

Question 6

     (a) Give a laconic definition of postal survey/mailing system   **5 Marks**

     (b) Outline advantages and disadvantages of postal survey/mailing system **10 Marks**