



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2020_1 EXAMINATION

COURSE CODE: MKT403

COURSE TITLE: MARKETING RESEARCH

CREDIT UNIT: 3

INSTRUCTIONS: 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:

- a. Explain what a SWOT analysis is and its significance to corporate planning **(15 marks)**
- b. What are the objectives of Marketing Research? **(10 marks)**

Question 2:

- a. List the steps a good management decision must follow. **(5 marks)**
- b. Discuss the approaches employed in addressing a research problem. **(10 marks)**

Question 3:

To maintain the control needed to obtain accurate information, marketers approach marketing research as a process with logical steps. List and explain the steps. **(15 marks)**

Question 4:

In order to successfully reach their target market, marketers must consider how consumers decide to buy their product. Explain the types of marketing research decisions. **(15marks)**

Question 5:

Explain the three levels of management identified in most Nigerian organizations and the activities carried out at each level. **(15 marks)**

Question 6:

Explain any three quantitative methods for evaluating research information for marketing decisions. **(15 marks)**