



NATIONAL OPEN UNIVERSITY OF NIGERIA

Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja

FACULTY OF MANAGEMENT SCIENCES

2021_2 EXAMINATION

COURSE CODE: MKT 403

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:

- a. 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:

- a. 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)