



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 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: 2½ Hours

Question 1

- A. (a) Explain the term “marketing research.” 2.5 marks
(b) List the logical steps in marketing research process. 5 marks
- B. State the systematic procedure which a firm can follow to achieve a well planned and executed marketing research. 10 marks
- C. What are the ethical considerations in focus when conducting research in an academic or professional setting? 7.5 marks

Question 2

- A. Explain the term “Research design.” 2 marks
- B. Differentiate “Exploratory research design” from “Descriptive research design.” 6 marks
- C. Elaborate on the three categories of “research objectives” as observed in (Bloom et al., 2000). 7 marks

Question 3

- A. Discuss some of the issues to be considered when designing a questionnaire. 5 marks
- B. Discuss the criteria that a company's management will focus on when evaluating a marketing research from a qualitative perspective. 10 marks

Question 4

- A. Explain the purposes served by each of the following supplement documents required to execute the fieldwork activities in marketing research: Supervisor's instructions (ii) screening forms (iii) rating cards, and (iv) call record sheets. 8 marks
- B. (a) What is "panel market research?" 2 marks
(b) How is panel market research conducted? 5 marks

Question 5

- A. (a) State the meaning of the term "information." 2 marks
(b) Mention at least four examples each of the internal and external sources of information for a firm's marketing research. 8 marks
- B. State the advantages and disadvantages of using secondary data. 5 marks

Question 6

- A. How is postal survey conducted? 3 marks
- B. Mention the advantages and disadvantages of postal surveys. 12 marks