



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
2019_1 EXAMINATION

COURSE CODE: MKT403

CREDIT UNIT: 2

COURSE TITLE: MARKETING RESEARCH

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

- 1. Attempt Question One (1) and any other two (2) questions**
 - 2. Question 1 carries 30 marks, while the other questions carry 20 marks each**
 - 3. Present all points in coherent and orderly manner**
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Question 1

- a) Explain the following terms:
 - (i) Marketing Research Brief **(4 Marks)**
 - (ii) Marketing Research **(4 Marks)**
- b) Why is Marketing Research important to Corporate Organizations? **(5 Marks)**
- c) Differentiate between Marketing Research Brief and Marketing Research Proposal **(7 Marks).**
- d) Explain three (3) kinds of decision making environment for marketing managers. **(3 Marks)**
- e) Enumerate the salient issues to be considered by Marketing Managers in Product and Pricing decisions **(7 Marks)**

Question 2

- a) Analyze critical decisions marketing researcher must make in the formulation of an appropriate research designs. **(6 Marks)**
- b) Explain the concept of a Simple Savings Method. State and discuss the formula for calculating the simple savings method. **(14 marks)**

Question 3

There is a new method in which the researcher designs a complete questionnaire which he administers personally on all the respondents who would otherwise not have been reached by mail. He reads the questionnaire to the respondents and personally completes the questionnaires during the interview. This method is made more practicable when the researcher employs the services of trained interviewers who are trained in the technique of questionnaire administration.

- (i) What do we call this type of method? **(2 Marks)**
- (ii) Describe briefly the advantages of this method. **(6 Marks)**
- (iii) Distinguish between Personal Interview and Postal Interview Method **(12 Marks)**

Question 4

When conducting marketing research, there are document forms which greatly help ensure that the research process of collecting high-quality raw data become successful. It is, therefore, very necessary for a researcher to have these document in order to be able to transform the research objectives into information objectives.

- (i) Mention the common types of these document forms. **(6 Marks)**
- (ii) Identify the role and importance of the Cover Letter. **(14 Marks)**

Question 5

- (i) Mention and explain marketing research problems. Support your answer with examples. **(5 Marks)**
- (ii) Examine the common approaches that can be employed in addressing a research problem. **(15 Marks).**