

**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI - ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**JANUARY 2018 EXAMINATION**  
**EXAMINATION QUESTIONS**

**COURSE CODE:** MKT 837 **CREDIT UNIT:** 2  
**COURSE TITLE:** MARKETING RESEARCH  
**TIME ALLOWED:** 2 HOURS  
**INSTRUCTIONS:** 1. Attempt question number one (1) and any other (2) questions.  
2. Question number 1 carries 30 marks, while the other two questions carry 20 marks each.  
3. Present all your points in coherent and orderly manner

Question 1:

A. Coca-Cola Nigeria Limited has received the 2017 award, as the most innovative Multinational Company on the strength of its pioneering the bottles – to – fibre recycling programme in the country. The Company was able to achieve this feat as a result of its research breakthrough in marketing and production.

- (i) Define the term “Marketing Research” (5 Marks)
- (ii) Why is Marketing Research important to Organisations? (5 Marks).

B. Advertising Agencies in Nigeria are now playing significant role in the service industry by offering expert and professional advert services to their clients. These are either online, using websites, blogs, videos etc. or offline advertisement services such as magazines, newspapers, and banners. The Advert Agencies aim at ensuring that the Clients’ product sells or improve the market demand for their products.

- (i) What is Marketing Research Brief?
- (ii) Differentiate between Marketing Research Brief and Marketing Research Proposal. (10 marks)

C. The kind of decisions Marketing Managers make depends on how much knowledge, information, or data they have about the situation. Good decision making is very essential in the organisation because it can help in the utilisation of available resources for the achievement of the organisation’s objectives.

- (i) Identify the key decision-making environments that may be faced by Marketing Managers in any Organisation (3 Marks).
- (ii) Enumerate the salient issues to be considered by Marketing Managers in Product and Pricing decisions (7 Marks).

(Total = 30 marks)

Question 2: Marketing problem often arises when an organization fails to meet one or some of its marketing objectives. It usually becomes rather difficult for a novice in research to conceptualise the research problem.

- (i) How do we define a marketing research problem? Give examples where

necessary.

(5 Marks).

(ii) Examine the common approaches that can be employed in addressing a Research problem. (15 Marks).

Question 3: A research design has been described as the overall strategy that needs to be chosen to integrate the different components of the study in a coherent and logical way, that will ensure the effective address of the research problem. It simply the blueprint for the collection, measurement, and analysis of data.

(i) Discuss the critical decisions the researcher must make in the formulation of an appropriate research designs. (6 Marks)

(ii) Explain the major risks and Problems/Constraints faced by Researcher when drawing up Research Plan. (14 Marks).

Question 4: 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 5: In the conduct of Research, there are document forms which greatly help ensure that the 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).