



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, NnamdiAzikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
2022_2 EXAMINATION

COURSE CODE: MKT837

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: 2½Hours

1. Briefly define these terminologies – (a) Personal interview (b) Primary or field research (c) Problem definition (25MARKS)
2. Briefly discuss the objectives of marketing research objectives. (15MARKS)
3. Define marketing research and state its purpose in the research world. (15MARKS)
4. Briefly explain the following research terminologies (a) Marketing research proposal (b) Decision making process (c) Value system. (15MARKS)
5. Define the following terms (a) Corporate planning (b) SWOT (c) Management. (15MARKS)