



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**PLOT 91, CADASTRAL ZONE NNAMDI AZIKWE EXPRESS WAY JABI-ABUJA**  
**FACULTY OF MANAGEMENT SCIENCES**  
**2023\_1 POP EXAMINATION**

**COURSE CODE: MKT 837**

**CREDIT UNITS: 3**

**COURSE TITLE: MARKETING RESEARCH**

**TIME ALLOWED: 2 ½ ours**

- Instructions:**
1. Attempt question Number one (1) and any other three (3) questions
  2. Question number 1 is compulsory and carries 25 marks while the other questions carry 15 marks each.
  3. Present all your points in coherent and orderly manner.

**QUESTION ONE**

- a. Explain value of marketing research information. (5 marks)
- b. Discuss briefly the quantitative methods of establishing the value of marketing research information for marketing decisions. (10 marks)
- c. Explain the concept of marketing research. Outline the steps in the marketing research process. (10 marks)

**QUESTION TWO**

- a. What do you understand by strategic corporate planning? (5 marks)
- b. Discuss briefly the steps taken into consideration in corporate strategy plan on SWOT. Outline the advantage of SWOT analysis in corporate planning. (10 marks)

**QUESTION THREE**

- a. Outline the steps in launching a research study related to marketing implementation in an area familiar to you. (5 marks)
- b. Write short notes on the following: (i) Research problem and problem definition in research; (ii) Primary or field research; (iii) Interview method; (iv) Postal surveys; and (v) Panel or focused groups method. (10 marks)

**QUESTION FOUR**

- a. Outline briefly the main ways of collecting and analyzing new information and data for corporate planning activities by means of formal research. (5 marks)
- b. Outline market research/report as a source of information for the marketing manager. Evaluate effective management of information as a prerequisite for successful marketing decision-making. (10 marks)

**QUESTION FIVE**

- a. Explain the marketing manager's role in the market research information acquisition process. Outline three (3) main marketing information related tasks of the marketing manager. (10 marks)
- b. Outline briefly the responsibility of the marketing manager in the development of actionable strategies based on the marketing research information. Use suitable illustrations. (5 marks)

**QUESTION SIX**

- a. Outline the stages in the market research process. (7 marks)
- b. Outline the scope of marketing research. What is marketing research role in marketing activities? (8 marks)