



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
2024_2 EXAMINATION

COURSE CODE: MKT 837

COURSE TITLE: Marketing Research

CREDIT UNIT: 3

Time Allowed: 2 Hours 30 Minutes

INSTRUCTIONS:

- (1) Indicate your matric number clearly
- (2) Attempt Question 1 and any other three (3) questions
- (3) Question 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

QUESTION 1

1a. Discuss four (4) issues to be considered when designing questionnaires to reduce bias in research (15 Marks)

1b. Describe five (5) advantages and five (5) disadvantages of a postal survey in relation, to market research (10 Marks).

QUESTION 2

As a marketing research agency manager, hypothesize a commercial marketing research proposal to show what a typical research proposal looks like (15 Marks).

QUESTION 3

3a. What does decision-making entail? (5 Marks)

3b. Differentiate between good and bad decisions as they apply to marketing research (10 Marks)

QUESTION 4

4a. Espouse three (3) major conditions under which the research results of your organization can be evaluated (6 Marks).

4b. Discuss three (3) categories of research objectives that are relevant to an organization (9 marks).

QUESTION 5

Discuss three (3) major flowerpot approaches to developing scientific questionnaires for current bank customers of your choice as used in marketing research (15 Marks)