



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
PLOT 91, CADASTRAL ZONE NNAMDI AZIKWE EXPRESS WAY JABI-ABUJA  
FACULTY OF MANAGEMENT SCIENCES  
DEPARTMENT OF BUSINESS ADMINISTRATION  
2025\_2 EXAMINATIONS\_**

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**COURSE CODE: MKT837**

**CREDIT UNITS: 3**

**COURSE TITLE: MARKETING RESEARCH**

**TIME ALLOWED: 3 hours**

- 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: 1.** What is the importance of defining the marketing research problem, and how does it influence the success of a research project? (25 Marks)

**Question: 2.** Discuss the decision-making alternatives in the marketing research process. What are the key components to consider? (15 Marks)

**Question: 3.** Explain the role of marketing research objectives in the research process and differentiate between business objectives and research objectives. (15 Marks)

**Question: 4.** Critically analyze the importance of the research plan in the execution of marketing research. What are the critical components of a research plan? (15 Marks)

**Question: 5.** Critically evaluate the role of internal and external published data in marketing research. What are the advantages and disadvantages of using secondary data? (15 Marks)