



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja  
**FACULTY OF MANAGEMENT SCIENCES**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**2025\_2 EXAMINATIONS**

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)