



FINAL EXAMINATION
MARCH 2024

COURSE TITLE	MARKETING RESEARCH
COURSE CODE	RMKT3313
DATE/DAY	20 JUNE 2024 / THURSDAY
TIME/DURATION	09:00 AM - 11:00 AM / 02 Hour(s) 00 Minute(s)

INSTRUCTIONS TO CANDIDATES :

1. Please read the instruction under each section carefully.
2. Candidates are reminded not to bring into examination hall/room any form of written materials or electronic gadget except for stationery that is permitted by the Invigilator.
3. Students who are caught breaching the Examination Rules and Regulation will be charged with an academic dishonesty and if found guilty of the offence, the maximum penalty is expulsion from the University.

(This Question Paper consists of 6 Printed Pages including front page)

*****DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO*****

This question paper consists of TWO (2) sections. Answer ALL questions in the answer booklet provided. [60 MARKS]

SECTION A

(20 Marks)

There are TWENTY (20) questions in this part. Answer ALL questions in the answer booklet provided.

1. Which of the following is a component of the marketing research proposal?
 - A. Analysing data.
 - B. Validating data.
 - C. Communicating insights.
 - D. Establishing research objectives.

2. What is the purpose of market research studies for small business managers and entrepreneurs?
 - A. To establish the need for marketing research.
 - B. To define the problem.
 - C. To identify research objectives.
 - D. To address customer needs and preferences.

3. Which research design collects information in an unstructured and informal manner?
 - A. Exploratory research.
 - B. Descriptive research.
 - C. Causal studies.
 - D. Primary information.

4. What does the management decision problem focus on in comparison to the marketing research problem?
 - A. Decision maker's actions.
 - B. Information needed and how to obtain it.
 - C. Action orientation.
 - D. Information orientation.

5. A marketing researcher is conducting a study to analyse consumer preferences for a new product. They aim to gather numerical data to quantify consumer behaviour and preferences. Which type of research method would be most suitable for this study?
 - A. Qualitative research.
 - B. Mixed methods research.
 - C. Quantitative research.
 - D. None of the above.

6. In which type of observation technique is the observer hidden from the subjects, and their behaviour is discreetly recorded?
- A. Covert observation.
 - B. Direct observation.
 - C. Indirect observation.
 - D. Overt observation.
7. Which of the following is **NOT** an advantage of online focus groups over traditional focus groups?
- A. No physical setup is necessary.
 - B. Transcripts are captured in real time.
 - C. Participants must be in the same physical location.
 - D. Participants can be in widely separated geographic locations.
8. In a marketing research project, researchers aim to gather insights into consumers' daily activities and behaviours using smartphones and other mobile devices. Which type of ethnographic research method aligns with this approach?
- A. Netnography.
 - B. Visual ethnography.
 - C. Mobile ethnography.
 - D. Ethnographic interviewing.
9. In a market research study, respondents are asked to indicate their monthly household income. Which measurement scale would best represent this data?
- A. Ordinal scales.
 - B. Interval scales.
 - C. Ratio scales.
 - D. Nominal scales.
10. What type of error arises from mistakes or inconsistencies made by individuals conducting measurements?
- A. Systematic error.
 - B. Random error.
 - C. Human error.
 - D. Calibration error.

11. A marketing team wants to ensure that the results of their customer satisfaction survey are consistent over time. They administer the survey to the same group of customers at two different points in time and compare the responses. Which type of reliability assessment does this represent?
- A. Test-retest reliability.
 - B. Split-half reliability.
 - C. Inter-rater reliability.
 - D. Parallel form's reliability.
12. Which type of validity assesses the extent to which a measure accurately predicts future outcomes or behaviours?
- A. Predictive validity.
 - B. Concurrent validity.
 - C. Construct validity.
 - D. Content validity.
13. In a research study, what is the individual element or group of elements within a population selected for inclusion in the sample?
- A. Population.
 - B. Census.
 - C. Sample.
 - D. Sample unit.
14. In a market research project, geographical regions are selected randomly, and then all individuals within those regions are surveyed. Which sampling method is being utilized here?
- A. Cluster sampling.
 - B. Systematic sampling.
 - C. Stratified sampling.
 - D. Simple random sampling.
15. How does sample size affect data quality and generalizability?
- A. It has no impact on data quality or generalizability.
 - B. Larger sample sizes lead to better data quality but lower generalizability.
 - C. Smaller sample sizes lead to better data quality but lower generalizability.
 - D. Larger sample sizes lead to better data quality and higher generalizability.

16. A marketing team wants to ensure representation from different demographic groups in their survey on consumer preferences. They set specific quotas for each demographic group and then select participants to meet these quotas. Which sampling method does this represent?
- A. Convenience sampling.
 - B. Judgmental/Purposive sampling.
 - C. Quota sampling.
 - D. Snowball sampling.
17. Which of the following intentional fieldworker errors involves the interviewer providing false information or manipulating responses to achieve certain outcomes?
- A. Interviewer cheating.
 - B. Leading respondents.
 - C. Response bias.
 - D. Sampling error.
18. When a respondent provides an answer without knowing the correct response, it is known as _____.
- A. respondent misunderstanding
 - B. guessing
 - C. attention loss
 - D. distractions
19. Which quality control measure involves simulating data collection scenarios to train fieldworkers in handling various situations they may encounter during interviews?
- A. Orientation sessions.
 - B. Supervision.
 - C. Validation.
 - D. Role-playing sessions.
20. What is the main concern with nonresponses to specific questions (item omissions) in raw data inspection?
- A. They increase the overall length of the questionnaire.
 - B. They provide inconsistent data.
 - C. They make it difficult to analyse the data accurately.
 - D. They indicate respondent fatigue.

SECTION B

(40 Marks)

There are FOUR (4) questions in this part. Answer ALL questions in the answer booklet.

1. Projective techniques are crucial in market research, particularly in qualitative research, to uncover hidden views and feelings of participants, enabling a deep understanding of their behaviours and opinions. Describe **FIVE (5)** common projective techniques used in marketing research. (10 marks)
2. Marketing research is a valuable tool for businesses, but there are situations when it might not be necessary. Explain **FIVE (5)** reasons why your company should not begin conducting market research. (10 marks)
3. Define probability sampling. Explain **FOUR (4)** types of probability sampling designs. (10 marks)
4. Unintentional respondent errors can occur during survey or data collection processes due to various factors. Identify **FIVE (5)** reasons for unintentional respondent errors. (10 marks)

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