



FINAL EXAMINATION
NOVEMBER 2022

COURSE TITLE	MARKETING RESEARCH
COURSE CODE	BMKT3313
DATE/DAY	18 FEBRUARY 2023 / SATURDAY
TIME/DURATION	01:00 PM - 03:00 PM / 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

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

1. Which is NOT an example of primary data?
 - A. Financial reports.
 - B. Focus Groups.
 - C. Polls.
 - D. Surveys.

"We are to trying to understand and define the nature of the marketing problem that requires research support."

Passage 1

2. This statement refers to _____ stage of marketing research.
 - A. data collection
 - B. research approach
 - C. research design
 - D. problem definition
3. A researcher conducted a focus group to understand the motives behind consumer rejection of a brand's previous collection. This researcher is collecting _____ data.
 - A. functional
 - B. historical
 - C. primary
 - D. secondary
4. _____ are from the methods used in qualitative research.
 - A. Questionnaires
 - B. Interviews
 - C. Experiments
 - D. Surveys

5. _____ is from the methods used in quantitative research.
- A. Observation
 - B. Experiment
 - C. Survey
 - D. Historical study

"Small groups of people (6-10), brought together in a discussion that is held and guided by a moderator through an unstructured and casual discussion, for the purpose of gaining relevant information about the market research problem."

Passage 2

6. The statement above refers to _____.
- A. focus group.
 - B. interview.
 - C. observation.
 - D. survey.
7. "Sampling" in research means _____.
- A. dividing the population into small groups.
 - B. picking a random group from the whole population.
 - C. picking a representative group from the whole population.
 - D. pick the people I know from the whole population.
8. _____ is research conducted to gain ideas and insight into the problem confronting the management or the researcher.
- A. Exploratory research
 - B. Descriptive research
 - C. Conclusive research
 - D. Causal research
9. Which of the following is **NOT** one of the four primary scales of measurement?
- A. Nominal scales.
 - B. Random scales.
 - C. Ordinal scales.
 - D. Interval scales.

10. This type of data coming from research answers questions such as "how many?" and "how much?".
- A. Quantitative Data
 - B. Research Data
 - C. Qualitative Data
 - D. Number Data
11. A research brief is a statement from the sponsor setting out the _____ to the case in sufficient detail to enable the researcher to plan an appropriate study.
- A. interviewing method & budget
 - B. objective & background
 - C. format & content
 - D. research design & data collection
12. The quality of providing consistent and dependable measurement and results.
- A. Reliability
 - B. Data mining
 - C. Order bias
 - D. Validity
13. One of the main characteristics of the focus groups attendees, is to compose a _____ group, to ensure the success of the discussion.
- A. randomly chosen
 - B. young age customers
 - C. royal customers
 - D. homogeneous (similar in their characteristics)
14. _____ the group of people who represent the target market and are taking part in a research study.
- A. Sample
 - B. First responders
 - C. Target Market
 - D. Interviewees
15. The step in the marketing research process in which researchers compile, analyze, and interpret the data is called _____.
- A. analyze the data.
 - B. collect data.
 - C. take action steps.
 - D. identify the problem.

16. Carolyn is planning on releasing a new product in her candy business and making a survey to collect data. She asks, "how often do you eat chocolate bars?".

What example of marketing research is this?

- A. Quantitative research.
- B. Qualitative research.
- C. Product placing.
- D. Media research.

17. All the following are advantages of a survey EXCEPT _____.

- A. can collect data on large samples.
- B. quick.
- C. data collected is always honest and reliable.
- D. easy to analyze.

18. People who complete the survey are called _____.

- A. respondents.
- B. survey-senders.
- C. customers.
- D. sample.

19. Kelly is conducting a research study focused on teen females. Teen females would be considered the _____ of her research study.

- A. consumer
- B. population
- C. sample
- D. customer

20. Tyler walks into a Starbucks and keeps track of how many caramel cinnamon lattes are being sold to gather data. What method is he using?

- A. Survey.
- B. Observation.
- C. Product Mix.
- D. Experiment.

SECTION B

(40 Marks)

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

1. In a short essay, list and discuss the **SIX (6)** steps in the marketing research process. (12 Marks)
2. Discuss the use of focus groups in marketing research, with specific reference to the type of information they are supposed to generate as well as their advantages and disadvantages. (8 Marks)
3. What is probability sampling? Explain **FOUR (4)** commonly used types of probability sampling designs. (16 marks)
4. List **TWO (2)** advantages and disadvantages of probability sampling. (4 marks)

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*** END OF QUESTION PAPER ***
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