UNIRAZAK
UNIVERSITI TUN ABDUL RAZAK

FINAL EXAMINATION
NOVEMBER 2022

COURSE TITLE	MARKETING RESEARCH
COURSE CODE	BMKT3313
DATE/DAY	14 FEBRUARY 2023 / TUESDAY
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 (0) 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. _____ 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

2. A scale whose numbers serve only as labels or tags for identifying and classifying objects with a strict one-to-one correspondence between the numbers and the objects is called a(n)_____.

   A. nominal scales.
   B. ordinal scales.
   C. interval scales.
   D. ratio scales.

3. This sample consists of the entire population.

   A. Cluster
   B. Convenience
   C. Simple
   D. Census

4. Choosing people at random at the supermarket and asking them to taste two brands of orange juice to determine which brand they prefer.

   A. Focus group
   B. Experiment
   C. Observational study
   D. Sample survey

5. This type of data from research answers questions such as "how" and "why".

   A. Research data
   B. Quantitative data
   C. Qualitative data
   D. Number data

6. _____ a type of research technique that gathers information from people directly using interviews or questionnaires.

   A. Survey method
   B. Experimental
   C. Point of sale data
   D. Observation

7. What is a dependent variable in a science experiment/investigation?

   A. The part of the experiment that we measure.
   B. The part of the experiment that we keep the same between trials.
   C. When we make a prediction about what we think the results will show.
   D. The part of the experiment that we manipulate or change.

8. Which one below is **NOT** a type of questionnaire design?

   A. Ranking.
   B. Fill in the blank.
   C. Multiple choice.
   D. Open-ended.

9. What is a survey?

   A. A group is chosen from a population.
   B. A tool used to collect statistical data.
   C. Statistics collected from an entire population.
   D. An element or feature that can vary.

10. The various types of research design include _____.

    A. exploratory, causal, and competitive.
    B. deductive, descriptive, and exploitive.
    C. exploratory, exploitive, and competitive.
    D. exploratory, descriptive, and causal.

11. This refers to a paper and pencil data-gathering method wherein the subject or respondent completely answers a series of questions.

    A. Question and answer method
    B. Methodology
    C. Questionnaire
    D. Interview method

12. Which type of information is most likely to be collected by quantitative research methods?

   A. Measurements and statistics.
   B. Non-numerical data.
   C. Attitudes and values.
   D. Descriptions and explanations.

13. What is an independent variable in a science experiment/investigation?

   A. When we make a prediction about what we think the results will show.
   B. The part of the experiment that we measure.
   C. The part of the experiment that we keep the same between trials.
   D. The part of the experiment that we manipulate or change.

14. Asking customers at a restaurant if pizza should be added to the menu.

   A. Experiment
   B. Sample Survey
   C. Census
   D. Observational Study

15. Doug is thinking of opening another location for his sporting goods store in another area. What type of research would be conducted to determine the best location for his new store?

   A. Sales.
   B. Product.
   C. Advertising.
   D. Market.

> "Pass your survey to your roommate"
> "Forward survey to family WhatsApp"
> "Asking classmates to help answer survey"

Passage 1

16. The statement in passage 1 are examples of _____.

   A. simple random sampling.
   B. convenience sampling.
   C. purposive sampling.
   D. snowball sampling.

17. What is the hypothesis?

    A. The part of the investigation where we plan how to keep researchers and the organisms, we study free of harm.
    B. The part of the experiment that we manipulate or change.
    C. A statement of the aim of the experiment. What we hope to find out.
    D. When we make a prediction about what we think the results of an investigation will show.

18. What sort of question will **NOT** produce easily analyzed data?

    A. Likert scale.
    B. Checkbox.
    C. Open-ended.
    D. Multiple choice.

19. A restaurant owner wants to find out the average number of dishes ordered at each table served on Friday evenings, their busiest time. She decides to collect and analyze every fifth receipt of the night, starting at 6:00 p.m. What type of sampling it is?

    A. Random.
    B. Convenience.
    C. Systematic.
    D. Voluntary.

20. "Knowledge Networks Agency" provides clients with access to Latino households who have agreed to answer research questions sent to them by Knowledge Networks. This service is called _____.

    A. a mail surveys.
    B. a telephone surveys.
    C. an experiment.
    D. a panel.

SECTION B (40 Marks)

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

1. 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)

2. Descriptive, correlational, causal-comparative/quasi-experimental, and experimental research are the **FOUR (4)** main types of quantitative research. Explain each by using examples.

    (12 marks)

3. Define the open-ended questions. Name **FOUR (4)** advantages and disadvantages of open-ended questions in survey research.

    (10 marks)

4. Describe nominal and ordinal scales. Give examples of questions for each scale.

    (10 marks)

*** END OF QUESTION PAPER ***