



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja
NATIONAL OPEN UNIVERSITY OF NIGERIA
2023_1 POP EXAMINATION

COURSE CODE: MKT 403

COURSE TITLE: MARKETING RESEARCH

CREDIT UNIT: 3

INSTRUCTIONS: 1: Indicate your Matriculation Number Clearly

2. Attempt Question 1 and any other 2.

3. Question number 1 is compulsory and carries 30 marks, while the other 2 questions carry 20 marks each

3. Present all your points in a coherent and orderly manner

TIME ALLOWED 2 Hours

1a. Discuss why Audio Data Processing (ADP) requires the understanding of Human speech.

Discuss. (10 marks)

b. What do you understand by the term human trajectory detection? (10 marks)

c. List and explain the roles cover letters play in the successful collection of primary raw data.
(10 marks)

2a. Differentiate between open-ended and observation methods. (10 marks)

b. What do we mean by the term Reporting or Tracking sheet? (10 marks)

3a. Write short notes on the following

i. Supervisor instruction, ii. interviewer instruction iii. Screening Forms, iv. Quota sheets.

b. Discuss the flowerpot approach in developing scientific questionnaires. (20 marks)

4a. Discuss the value of a good questionnaire design (10 marks)

b. How does a panel in marketing research conducted? (10 marks)

5a. Enumerate the distinction between Questionnaire and Opinionative. (10 marks)

b. Discuss the advantages and disadvantages of the unstructured (open-ended) and structured (closed-ended) questions in developing a direct mail survey instrument. (10 marks)