



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
2024 1 EXAMINATION

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 briefly four (4) attributes of marketing research information that can be maximally useful for decision-making in a modern business. (8 Marks).

1b. Explain in a nutshell, the three (3) major stages in which a marketing management decision-making process can be implemented in an organization. (6 Marks).

1c. Product decisions are one of the critical elements in the application of decision-making to Marketing Research in the 21st century. Discuss any five (5) major points that a marketing manager must carry out to ensure the effective delivery of product decisions that can achieve the goals of the organization. (11 Marks).

QUESTION 2

- 2a. Discuss the three major components of decision-making in an organization as applicable to marketing research (9 Marks).
- 2b. Highlight six (6) processes involved in decision-making for an organization of your choice (6 Marks).

QUESTION 3

Explain the following model as applicable to marketing research:

- a. Points Decision-Making Model (5 Marks)
- b. Traditional Decision-Making Model (5 Marks)
- c. Model of Rationality with Bounds (5 Marks)

QUESTION 4

- 4a. What exactly is a postal survey in marketing research? (3 Marks)
- 4b. Discuss two (2) major reasons for the usage of postal questionnaires in marketing research (6 Marks).
- 4c. Explain two (2) major disadvantages of a postal questionnaire in marketing (6 marks)

QUESTION 5.

- 5a. What is the research objective? (5 Marks)
- 5b. Discuss five (5) important roles that objectives play in the marketing research process (10 Marks).