



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja  
**FACULTY OF MANAGEMENT SCIENCES**  
**2020\_1 EXAMINATION**

**COURSE CODE: MKT837**

**COURSE TITLE: MARKETING RESEARCH**

**CREDIT UNIT: 3**

**INSTRUCTION: 1. Indicate your Matriculation Number clearly**

**2. Attempt question one (1) and any other three (3) questions; four questions in all**

**3. Question one (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**

**TIME ALLOWED: 2½ Hours**

**Question 1**

- A. (a) Explain the term “marketing research.” **2.5 marks**  
(b) List the logical steps in marketing research process. **5 marks**
- B. State the systematic procedure which a firm can follow to achieve a well planned and executed marketing research. **10 marks**
- B. What are the ethical considerations in focus when conducting research in an academic or professional setting? **7.5 marks**

**Question 2**

- A. Explain the term “Research design.” **2 marks**
- B. Differentiate “Exploratory research design” from “Descriptive research design.” **6 marks**
- C. Elaborate on the three categories of “research objectives” as observed in (Bloom et al., 2000). **7 marks**

### Question 3

- A. Discuss some of the issues to be considered when designing a questionnaire. **5 marks**
- B. Discuss the criteria that a company's management will focus on when evaluating a marketing research from a qualitative perspective. **10 marks**

### Question 4

- A. Explain the purposes served by each of the following supplement documents required to execute the fieldwork activities in marketing research: Supervisor's instructions (ii) screening forms (iii) rating cards, and (iv) call record sheets. **8 marks**
- B. (a) What is "panel market research?" **2 marks**  
(b) How is panel market research conducted? **5 marks**

### Question 5

- A. (a) State the meaning of the term "information." **2 marks**  
(b) Mention at least four examples each of the internal and external sources of information for a firm's marketing research. **8 marks**
- B. State the advantages and disadvantages of using secondary data. **5 marks**

### Question 6

- A. How is postal survey conducted? **3 marks**
- B. Mention the advantages and disadvantages of postal surveys. **12 marks**