



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI-ABUJA
FACULTY OF MANAGEMENT SCIENCES
JULY 2017 EXAMINATION

Course Code: MKT 837
3 units

Credit Unit:

Course Title: MARKETING RESEARCH

Time Allowed: 2 ½ Hours

Instruction: Attempt question (1) and any three others. Question (1) carries 25 marks while others carry 15 marks each. Present your answer legibly and logically using relevant examples.

1. **A. LIST AND DISCUSS THE SEVEN VARIETIES OF TOOLS OF RESEARCH USED IN COLLECTING DATA. 14 marks**

B. LIST AND EXPLAIN THE THREE MAJOR TYPES OF INTERVIEWS CONDUCTED IN MARKETING RESEARCH. 11 marks
(25 MARKS)
2. **A. DISCUSS THE QUALITATIVE CHARACTERISTICS THAT MARKETING RESEARCH INFORMATION MUST POSSESS TO BE MAXIMALLY USEFUL FOR DECISION MAKING.**

B. EXPLAINS THE QUANTITATIVE METHODS FOR EVALUATING RESEARCH INFORMATION FOR MARKETING DECISIONS.
(15 MARKS)
3. **DEFINE DECISION THEORY AND DISCUSS THE SIX STEPS OF STATISTICAL DECISION THEORY OR BAYESIAN DECISION THEORY MODEL**
(15 MARKS)
4. **WHAT IS THE ROLE OF PROBLEM DEFINITION IN MARKETING RESEARCH AND WHAT ARE THE SIGNS OF A MARKETING PROBLEM?**
(15 MARKS)

5. LIST AND EXPLAIN THE ROLE OF MARKETING MANAGEMENT IN THE MARKET RESEARCH INFORMATION ACQUISITION PROCESS.

(15 MARKS)

6. WRITE BRIEF NOTES ON THE FOLLOWING

- i. Marketing Research Brief**
- ii. Marketing Research Proposal**
- iii. Marketing Research Objectives**
- iv. Responsibilities Of Clients In Marketing Research**
- v. Criteria For Evaluating Marketing Research Request**

(15 MARKS)