

Eastern University, Sri Lanka

Faculty of Commerce & Management

Final Year First Semester Examination in Bachelor of Business Administration

(Specialization in Marketing Management) 2017/2018 (January 2020)

(Proper/Repeat)

MKT 4023 Marketing Research and Development

Answer All Questions

Time: 03 Hours

Q1) Q1) Read the following abstract and answer the questions given below.

The Influence of Celebrity Endorsements on Purchase Intention (A Study on VIVO V7)

Abstract

Celebrity endorsements in advertising are one of the most effective tools to promote and inform a new product or service. Several previous researches have been proven that celebrity endorsers as a marketing platform brings many positive impacts on consumer purchase intention, especially for new brand entering new market. Those researches have proved empirically the effectiveness and the positive impact of celebrity endorsements in advertising, particularly on purchase intention and also revealed that several dimensions that built celebrity endorsement. By using structural equation modeling (SEM) through Smart-PLS, this research investigates the impact of celebrity endorsements variables on purchase intention. The data used in this study is the primary data. The data itself collected directly by the researcher to answer the problem or research objectives. To test the independent variable on the dependent variable, a survey was conducted in Indonesia by using a structured questionnaire. The questionnaire was self-administered; meaning respondents were given statement items and filled in responses themselves through the online survey platform, namely Survey Monkey. Total samples are 100 respondents. The findings reveal that celebrity endorsement has a positive and significant impact on purchase intention, and the three dimensions (attractiveness, expertise, and trustworthiness) play an important role on forming celebrity endorsement variable. The correlation values and loading factor of the three constructs; attractiveness, trustworthiness, and expertise, represent the contribution on celebrity endorsement. Moreover, trustworthiness of the celebrity is the biggest contributor on celebrity endorsement variable. This is followed by attractiveness and expertise dimensions.

Required:

- a) Describe the background of carrying out this marketing Research and come out with appropriate objectives and conceptualization for this research. (9)
- b) What are the possible hypotheses that can be created and tested? (6)
- c) Based on the objectives and hypotheses, tentatively write the conclusion and specify what statistical measures that have helped to arrive to these conclusions. (7)

(Total 22)

- Q2)
- I. Define the term “**questionnaire**” and analyse five key factors to be considered while designing a questionnaire to be used for market research purposes. (5)
 - II. Briefly describe the steps for conducting **cluster analysis** and discuss the linkage under hierarchical clustering procedure. (6)
 - III. “**The Marketing Research Proposal is the official layout of the planned marketing research activity for management**”. Explain the contents of a Marketing Research Proposal. (6)
 - IV. List and explain the advantages and disadvantages of **secondary data**. (5)

(Total-22)

- Q3)
- I. What are the **classification of qualitative research procedures** and briefly describe **projective techniques**. (6)
 - II. What are the steps through which a marketing researcher would go through for **research preparation and presentation**? (6)
 - III. What are the **nonprobability sampling techniques** available and briefly describe **snowball sampling** and **judgmental sampling**? (6)

IV Explain the purpose of **Cohort Analysis**?

(4 Marks)

(Total-22 Marks)

- Q4) I Describe the concept of **discriminant analysis**, its **objectives** and its **applications** in marketing research. (6 Marks)
- II What are the **steps** or activities that should be considered in the “**Research design formulation**” in the marketing research process (6 Marks)
- III List out the test/techniques that could be used for the **validity** and **reliability** tests. (6 Marks)
- IV What are the differences between **Correlation** and **Regression analysis** and state the uses of each. (4 Marks)

(Total-22 Marks)

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Fill in the blanks with appropriate answers in this question paper. All the blanks carry one mark each.

- Q5) a)and are the two types of reports

- b) The Marketing Research can be categorized into Problem Identification Research and

- c) is a frame work or blue print for conducting the marketing research project.

- d) A multiple cross sectional design consisting of a series of surveys conducted at appropriate time intervals is called

- e) Research design can be categorized into..... and

- f) are predictions about the relationship among two or more variables or groups based on a theory or previous research.

- g) Simple Random Sampling, Systematic Sampling, and are some techniques of probability sampling.

- h) is to determine whether groups differ with regard to the mean of a variable, and then to use that variable to predict group membership.
- i) Cluster analysis is a class of techniques used to classify objects or cases into related groups called clusters.