

**EASTERN UNIVERSITY, SRI LANKA**

**Faculty of Commerce and Management**

**Final Year /First Semester Examination in Bachelor of Business**

**Administration- Specialization in Marketing Management 2016/17 (January**

**2019)**

**Proper/Repeat**

**MKT 4023 Marketing Research and Development**

Answer all five (5) questions

**Time: 03 hours**  
**Pages 1-4**

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- Q1) I. Define **Marketing Research** and identify the **process** that is involved in. (06 Marks)
- II. What are the differences between **Problem Identification Research** and **Problem Solving Research** and name some of the researches that are carried out under these two categories? (05 Marks)
- III. What are the **factors** that contribute for the decision to **conduct** Marketing Research? (05 Marks)
- IV. What are the **factors** that should be considered in **selecting a research supplier**? (04 Marks)
- (Total-20 Marks)**
- Q2) I. What are the **tasks** involved in Problem definition and approach to the problem? (06 Marks)
- II. What is an analytical model and what are the models that are available? (05 Marks)
- III. How can an explorative research design be different from conclusive research design and how could a descriptive research design different from causal research design? (05 Marks)

IV. What are the advantages and disadvantages of **qualitative research** methods?

(Total

Q3) I. **Observation** and **survey** are the methods used in descriptive research. What are the advantages and disadvantages in using survey method?

II. **Questionnaire** is a structured technique for data collection. What are steps the researcher has to go through?

III. What is **reliability** and briefly explain about the three-reliability test that are used by marketing researchers?

IV. "Non-probability sampling relies on the personal judgement of the researcher or the chance to select sample element" based on this statement what are the **non-probability sampling techniques** that are available?

(Total

Q4) I. **Editing, coding and data cleaning** are some of the steps in the data preparation process. Explain what is carried out at each of these steps mentioned above.

II. What are the main uses of **regression analysis**?

III. What are the main sections that should be included when preparing a **marketing research report**?

IV. How is a hierarchical procedure different from a non-hierarchical procedure in **regression analysis**?

(Total

INDEX NO: .....

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Note: Fill in the blanks with appropriate answers in this question paper and attach it with the answer script. All the blanks carry two marks each.

- 5) a) Simple random sampling, systematic sampling, stratified random sampling and ..... are called probability sampling techniques.
- b) In a .....distribution, one variable is considered at a time and the objective is to obtain a count of number of responses associated with different values of the variable.
- c) .....regression involves a single dependent variable and two or more independent variables
- d) .....is a general name denoting a class of procedures primarily used for data reduction and summarization.
- e) .....is a linkage method that is based on minimum distance or the nearest neighbour rule.
- f) Open ended questions that respondents answer in their own way is called .....

- g) The .....of a scale may be defined as the extent to which observed scale scores reflect true differences among objects on the characteristic measured, rather than systemic or random error
- h) .....is a technique for analysing data when the criterion variable is categorical and the predictor variables are interval.
- i) A scale whose numbers serve only as labels or tags for identifying and classifying objects is called a nominal scale. A scale whose numbers serve only as labels or tags for identifying and classifying objects with a strict one-to-one correspondence between the numbers and the objects is called a ..... called.....
- j) In the hypothesis testing statements are written in two forms, one called null hypothesis and other as .....

(2\*10=20)