

EASTERN UNIVERSITY, SRI LANKA

Faculty of Commerce and Management

Final Year /First Semester Examination in Bachelor of Business Administration

Specialization in Marketing Management 2014/15 (May 2017)

Proper/Repeat

MKT 4023 Marketing Research & Development

Answer all five (5) questions

Time: 03 hours

Read the following abstract, conceptualization and answer the questions given below.

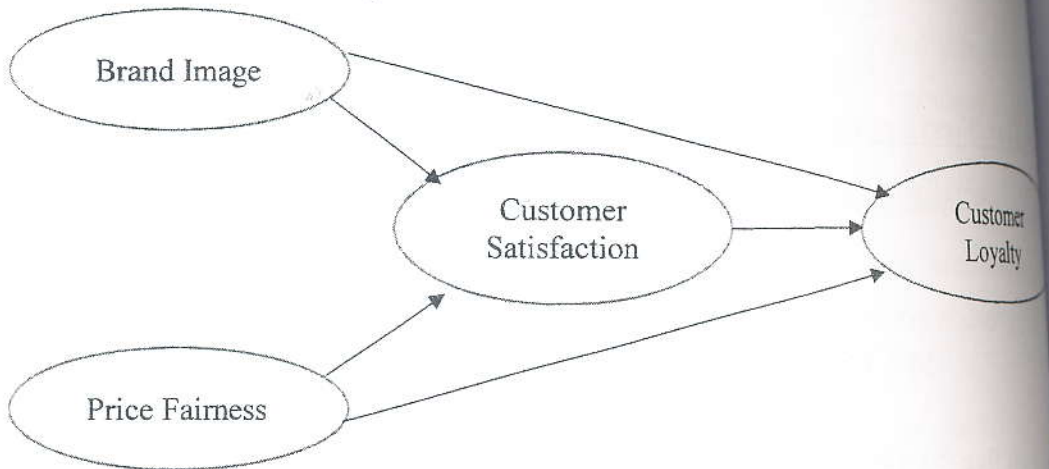
CUSTOMER SATISFACTION AND BRAND LOYALTY IN THE HOTEL INDUSTRY

Abstract

Most of marketing literature recognizes customer satisfaction as a significant antecedent to Brand loyalty. Further, the relationships between both satisfaction constructs with Brand loyalty have mostly been studied separately.

The purpose of this study is to explore the effects of three customer perceptions (brand image, price fairness) on customer satisfaction and Brand loyalty. A combination of a convenience and judgmental sample survey of 584 guests of three different hotels in Damascus was used to test the hypotheses. The results illustrate that customer satisfaction significantly affects customer loyalty. Also, the factors of brand image and price fairness affect Brand loyalty. Customer perception of brand image and price fairness are almost equally to build up the satisfaction. We suggest that managers should consider price fairness as foundations to build up customer satisfaction, Brand loyalty and, also to improve brand image as an added on value for customers.

Conceptualization:



Required:

- I. Describe the **background** of carrying out this marketing research and come up with appropriate **objectives** for this research.
- II. What are the possible **hypotheses** that can be created and tested?
- III. Based on the objectives and hypotheses, tentatively write the conclusion and specify the statistical measures that have helped to arrive to these conclusions.

(Total 20 Marks)

- Q2)
- I. Why **focus group discussions** are very much appropriate in **qualitative research** and the importance of **normal, ordinal and interval scales** for a quantitative research?
 - II. What are the **factors** that contribute in selecting the **appropriate survey methods** and specify the **observational methods** available for a marketing researcher?
 - III. What are the **sequences (steps)** through which a marketing researcher would go through for **report preparation and presentation**?
 - IV. List out the **steps** involved in the **data preparation process**.

(Total-20 Marks)

- Q3) I What are the differences between **Correlation** and **Regression** analyses and uses of these two.
- II The main role of the **cover letter** should be that of winning over the cooperation and willingness to participate in the research project. What are that must be considered in developing a covering letter for a questionnaire?
- III What are advantages and disadvantages of the **closed-ended questions**?
- IV What are the major difference between a **sample** and **census**?

(Total

- Q4) I Specify the purposes for which the **descriptive research** and **causal** research conducted.
- II What are the **techniques** available under **projective method** which is identified qualitative procedures and describe each of them with an examples?
- III Differentiate **hierarchical and non-hierarchical** from **two-step** in the clustering and describe about the methods that falls under **agglomerative**.
- IV What is the purpose of applying "**Discriminant Analysis**" in marketing research this can be different from **Regression** and **ANOVA**

(Total

EASTERN UNIVERSITY, SRI LANKA

Faculty of Commerce and Management

Final Year /First Semester Examination in Bachelor of Business Administration

2014/15 (May 2017)

Proper/Repeat

MKT 4023 Marketing Research & Development

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

- a) **Discriminant analysis** is a technique for analyzing data when the criterion or dependent variable is and the predictor or independent variables are in nature.
- b) **Cluster analysis** is a class of techniques used to classify objects or cases into relatively groups called clusters.
- c) Marketing Research as a function which links the **consumer, the customer, and public** to the marketer through
- d) Convenience sampling,, quota sampling and are some of the techniques of **nonprobability sampling**.
- e) The **marketing research** can be categorised into and problem-solving research.
- f) The **six steps** that are followed in the **marketing research process** are, Development of an Approach to the Problem, Research Design Formation, Fieldwork or Data Collection, Data Preparation and Analysis and

- g) An **analytical model** is a set of variables and their interrelationships designed to represent, in whole or in part, some real system or process. The most common are verbal models, and
- h) Measure of **location** are mean,, median, measures of **variability** are, standard deviation, coefficient of variation and measure of **shape** are skewness and
- i) A_possesses all the properties of the nominal, ordinal and interval scales and in addition, an absolute zero point.
- j) **Univariate techniques** can be classified based on whether the data are metric or
- k) In contrast to which originates with the researcher for the specific purpose of the problem at hand, are data originally collected for other purposes
- l) **Frequency analysis** produces a table of frequency counts, and for all the values associated with that variable.

(20 Marks)