COURSE NAME: DIPLOMA IN SALES & MARKETING

SUBJECT CODE: BMK 2203

SUBJECT NAME: MARKETING RESEARCH

**QUESTION ONE**

1. Define the following sampling methods:
2. Non-random sampling methods (3 marks)
3. Stratified sampling (3 marks)
4. Systematic sampling (3 marks)
5. Convenience sampling (3 marks)
6. Explain the limitations of secondary data in conducting marketing research. (8 marks)
7. Briefly describe any five methods of collecting primary data. (10 marks)

**QUESTION TWO**

1. Explain what is meant by a marketing information system. (4 marks)
2. Describe the component parts of the marketing information system. (16 marks)

**QUESTION THREE**

1. Describe exploratory, descriptive and causal research objectives that a researcher might want to achieve with a research process. (10 marks)
2. The result of improper administration or execution of the research task is called an administrative survey error. Describe four such errors.

**QUESTION FOUR**

1. Potential research respondents have a right to privacy. Highlight the techniques an ethical researcher can employ to address these rights. (10 marks)
2. Highlight five purposes of pre-testing in the course of conducting marketing research. (10 marks)

**QUESTION FIVE**

1. Explain the following observational study designs
2. Direct observation (2 marks)
3. Uncontrolled observation (3 marks)
4. Non-participant observation (3 marks)
5. Explain the following marketing research terms:
6. Refining the research problem (3 marks)
7. Research proposal (3 marks)
8. Executive summary (3 marks)
9. Research hypothesis (3 marks)