COURSE NAME: DIPLOMA IN SALES & MARKETING

SUBJECT CODE: BMK 2203

SUBJECT NAME: MARKETING RESEARCH

**QUESTION ONE**

1. Explain the following methods of conducting observational study:
2. Participant observation (3 marks)
3. Direct observation (3 marks)
4. Controlled observation (3 marks)
5. Highlight the factors that would influence a researcher in making the decision on the sample size to use. (10 marks)
6. Write short notes on the following:
7. Census survey (3 marks)
8. Basic research (3 marks)
9. Secondary research (2 marks)
10. Research hypothesis (3 marks)

**QUESTION TWO**

1. Manager should not instinctively call for applied research whenever they are faced with a problem. Explain some situations when it is best not to conduct research. (10 marks)
2. Describe any five methods of collecting primary data. (10 marks)

**QUESTION THREE**

1. Occasionally, research specialists may be asked by sponsors to participate in unethical behavior. Highlight some examples of such unethical requests by research sponsors.(10 marks)
2. Write short notes on the following terms as used in marketing research:
3. Independent variable (2 marks)
4. Causal study (2 marks)
5. Pilot study (3 marks)
6. Pre-testing (3 marks)

**QUESTION FOUR**

1. Describe any five areas in which marketing research can be applied. (10 marks)
2. Explain the following sampling methods:
3. Random sampling methods (2 marks)
4. Judgement sampling (3 marks)
5. Simple random sampling (3 marks)
6. Convenience sampling (3 marks)

**QUESTION FIVE**

1. Outline the benefits that would accrue to a firm that uses an external research consultant in carrying out marketing research. (3 marks)
2. Highlight the advantages of using data from secondary sources. (10 marks)