Section A consists of twenty (20) multiple choice questions worth 1 mark each.

Section B consists of short answer questions worth 15 marks.

Answer two (2) questions in Section C. Each question is worth 20 marks.

SECTION A

20 Multiple choice - 1 mark each

1. Which of the following is the best definition of marketing research? Marketing research is:
   a) the activity of analyzing secondary information and providing executives with timely reports.
   b) the process of designing experiments that provide decision makers with causal information.
   c) the process of analyzing existing information so that decision makers can make better decisions.
   d) the process of designing, gathering, analyzing, and reporting information that may be used to solve a specific marketing problem.

2. The difference between basic research and applied research is that basic research is conducted to:
   a) determine the most appropriate basic price for new products.
   b) determine the most efficient basic distribution channels for products.
   c) expand our knowledge, rather than solve a specific problem.
   d) to understand the basic desires and motives of consumers.
3. When a researcher is called in after the management has defined the problem, the researcher should:

   a) bring in a fresh, unbiased view of the problem statement.
   b) accept management's definition of the problem and start the study.
   c) ensure that the research is done with maximum accuracy in the shortest possible time.
   d) turn the management's statement of the problem into a generally defined research objective.

4. Jeff is the president of a bank. He wants to find out the satisfaction level of his customers in Dallas on certain dimensions such as friendliness of employees, convenience of location, and availability of loans. Jeff needs to conduct:

   a) exploratory research.
   b) descriptive research.
   c) causal research.
   d) prescriptive research.

5. Which of the following is true about causal research?

   a) It describes marketing phenomena.
   b) It attempts to uncover the factors that lead to some event.
   c) It determines the sources of satisfaction and dissatisfaction.
   d) It is undertaken to learn terms and definitions.

6. Which of the following is a reason not to conduct marketing research?

   a) the research is costly
   b) the CEO and the owner cannot decide on the research objectives
   c) the expected benefit of the research is more than its cost
   d) the sample population is small

7. Which of the following represents a use or application of secondary data?

   a) assessing broad changes in culture
   b) assessing street locations for a new car wash
   c) economic trends assessment
   d) all of the above

8. Which of the following was NOT discussed as an advantage of using secondary data?

   a) may be obtained quickly
   b) may be obtained in any form desired by the researcher
   c) is relatively inexpensive
   d) may achieve the research objective
9. A study is released that shows that a majority of Americans want to keep the penny in circulation. It is learned that the study was conducted by the zinc industry (most pennies are made with zinc). This illustrates:

a) there are ethical issues in secondary data; some secondary data are not objective.
b) it is difficult to conduct accurate research when you are dealing with emotional issues such as keeping the penny in circulation.
c) even though the study was sponsored by the zinc industry, the research company conducting the research would not be unethical in reporting the data.
d) research results may be used to determine national policy

10. What type of research involves collecting, analyzing, and interpreting data by obtaining free form, nonstandardized, or open-ended observations and statements of what people do and say.

   a) qualitative methods
   b) quantitative methods
   c) pluralistic methods
   d) strategic research methods

11. Which of the following is NOT a method for collecting survey data?

   a) person-administered surveys
   b) computer-administered surveys
   c) self-administered surveys
   d) multiple modal surveys

12. Which of the following refers to a small group of people brought together and guided by a moderator through an unstructured, spontaneous discussion about some topic?

   a) observation group
   b) focus groups
   c) control group
   d) experimental group

13. Which one of the following is NOT an objective of qualitative research?

   a) generate ideas
   b) understand consumer vocabulary
   c) reveal consumer needs
   d) determine quantities of proposed new products/services that will be sold in a given market
14. One disadvantage of mall-intercept interviewing is that:

a) mall-intercepts, because they require the cooperation of all stores in a mall, are difficult to implement.
b) turnover rates are high for interviewers.
c) mall shoppers may not be representative of the target market population.
d) interviewers in mall-intercept studies are often distracted by mall activities.

15. Reasons for taking a sample instead of a census include:

a) cost.
b) inability of research firms to handle huge amounts of data generated by a census on a large population.
c) There is no good reason; a census is preferred over a sample.
d) A and B

16. Which of the following is NOT true of nonprobability samples?

a) They are sometimes called "haphazard sampling."
b) They can be prone to subconscious biases.
c) They use human intervention.
d) The chances of any one population member being selected into the sample can be computed.

17. One of the nonprobability methods used for sampling is:

a) cluster sampling.
b) systematic sampling.
c) convenience sampling.
d) stratified sampling.

18. The appropriate test for examining the relationship between a two category nominal variable and an interval variable is:

a) The Independent Samples T-Test
b) The ANOVA
c) The Median
d) The Kruskal Wallis Test

19. In a regression analysis, where salesperson performance is the dependent variable, which of the following may be the independent variable:

a) Length of salesperson training
b) Price of competing products
c) Absence of competing products
d) Sales Manager Performance
20. The appropriate test for examining the relationship between two ratio variables is
   
a) a correlation
b) t-test
c) The Mann Whitney test
d) ANOVA

SECTION B (Compulsory)

1. Write insightful notes on three (3) of the following:-
   
a) Validity and Validity Testing
b) Non-Probability Sampling
c) Problem Identification
d) Focus groups versus Projective Techniques

   (15 marks)

SECTION C

Answer two (2) questions in this Section.
Each question is worth 20 marks

2. There are several methods for probability sampling. Define, compare and contrast four of these methods.

   (20 marks)

3. The UWI Cave Hill Campus is thinking of establishing a night care facility for students with children. Develop a question of 10-15 questions to test the market potential, the identify the target market and to determine the appropriate marketing mix. Give a brief justification for every question included in the questionnaire.

   (20 marks)

4. i) Compare and contrast three of the survey data collection methods (for example telephone, personal, mail etc.)

   (8 marks)

   ii) Define and compare the four measurement scales (nominal, ordinal, interval, ratio).

   (12 marks)

END OF QUESTION PAPER