

CENTRAL UNIVERSITY



**CENTRAL
UNIVERSITY**

FAITH • INTEGRITY • EXCELLENCE

END OF SECOND SEMESTER EXAMINATION, 2019/2020

CENTRAL BUSINESS SCHOOL

DEPARTMENT OF MARKETING

CBMK 307: MARKETING RESEARCH (LEVEL 300)

TIME DURATION: **THREE (3) HOURS**

INSTRUCTIONS

Answer four (4) Questions only

*Credit will be given for clarity of expression and orderly presentation of relevant material

EXAMINER: PETER ANABILA

Question 1

Define projective techniques and discuss the various types used in marketing research. (25 Marks)

Question 2

In defining the marketing research problem, the marketing researcher needs to understand the environmental context of the problem.

- a) Critically discuss the tasks involved in obtaining the information needed to analyse the environmental context of the marketing research problem. (20 Marks)
- b) Mention and explain the two (2) broad classification of marketing research citing suitable examples. (5 Marks)

Question 3

- a) Define research design. (2 Marks)
- b) With the aid of a diagram, classify the various types of research designs used in marketing research. (4 Marks)
- c) Distinguish between *exploratory* and *conclusive* research designs. (19 Marks)

Question 4

Explain the following sampling techniques.

- a) Snowball sampling (4 Marks)
- b) Systematic sampling. (5 Marks)
- c) Stratified random sampling (6 Marks)
- d) Cluster sampling (6 Marks)
- e) Judgemental/purposive sampling (4 Marks)

Question 5

- a) Define causality (3 Marks)
- b) Using a table, distinguish between the *ordinary* and the *scientific* meanings of causality. (12 Marks)
- c) State the three (3) conditions necessary for causality to occur. (9 Marks)

Where, X = independent variable; Y = Dependent variable

Question 6

Define marketing research and discuss, in a stepwise order, the six (6) steps involved in the marketing research process. (25 Marks)