

True/False Questions

1. False
2. False
3. True
4. True
5. True

Short Answer Questions

1. The three main objectives of marketing research are to identify and define marketing problems and opportunities, to generate, evaluate, and select marketing actions, and to assess the results of marketing actions and provide feedback for future planning.
2. The four main types of marketing research are exploratory research, descriptive research, causal research, and predictive research.
3. The five main steps in the marketing research process are problem definition, research design, data collection, data analysis, and report writing.
4. The three main types of sampling methods used in marketing research are probability sampling, non-probability sampling, and judgment sampling.
5. The two main types of marketing research reports are descriptive reports and analytical reports.

Essay Question

Marketing research is an essential part of the decision-making process of any business. It helps businesses to understand their customers and their needs, to identify and define marketing opportunities and problems, to generate, evaluate, and select marketing actions, and to assess the results of marketing actions and provide feedback for future planning.

By conducting marketing research, businesses can make more informed decisions about all aspects of their marketing strategy, including product development, pricing, promotion, and distribution. This can lead to increased sales, profits, and customer satisfaction.

PAPER # 3

****Section A: Multiple Choice Questions (20 Marks)****

Select the most appropriate answer for each of the following questions. (1 mark each)

1. Which of the following is NOT a primary data collection method in marketing research?

- a) Surveys
- b) Observations
- c) Secondary data
- d) Experiments

****Answer: c) Secondary data****

2. What type of research is conducted to gather information about the current market situation?

- a) Exploratory research
- b) Descriptive research
- c) Causal research
- d) Comparative research

****Answer: b) Descriptive research****

3. What does SWOT analysis stand for in marketing research?

- a) Strengths, Weaknesses, Opportunities, Threats
- b) Sales, Worth, Objectives, Targets
- c) Strategies, Work, Operations, Time
- d) Sample, Weight, Outcome, Trends

****Answer: a) Strengths, Weaknesses, Opportunities, Threats****

1. Discuss the role of marketing research in the development and implementation of a successful marketing plan.

Answers

Section A

1. A
2. D
3. C
4. D
5. D

Section B

1. Primary research is data that is collected for the first time, specifically for the marketing research project at hand. Secondary research is data that has already been collected for other purposes.
2. The three main types of research design are exploratory, descriptive, and causal research. Exploratory research is used to generate new ideas and insights. Descriptive research is used to describe the characteristics of a population or phenomenon. Causal research is used to determine the cause-and-effect relationship between two or more variables.
3. Some of the ethical considerations that should be taken into account when conducting marketing research include:
 - Informed consent: Respondents should be informed of the purpose of the research and their participation should be voluntary.
 - Confidentiality: Respondents' personal information should be kept confidential.
 - Beneficence: No harm should be done to respondents.
 - Respect for privacy: Respondents' privacy should be respected.
4. Some of the challenges of conducting marketing research in the digital age include:

Answer: Sampling error refers to the discrepancy between the characteristics of a sample and the characteristics of the entire population. It occurs because researchers cannot collect data from every member of the population. To minimize sampling error, researchers can:

- **Use Random Sampling:** Select samples randomly to ensure each member of the population has an equal chance of being included.
- **Increase Sample Size:** Larger samples tend to be more representative of the population, reducing sampling error.
- **Stratified Sampling:** Divide the population into strata and sample proportionally from each stratum.
- **Use Proper Sampling Techniques:** Ensure that the sample is drawn and collected without bias or systematic errors.
- **Conduct Pilot Studies:** Test the sampling method and survey instruments to identify and rectify potential issues before the main study.

Section D: Case Study (20 marks)

10. Read the following case and answer the questions that follow:

Case Study: Online Retailer Expansion

An online retailer has been considering expanding its operations to international markets. They have gathered data on potential markets, consumer preferences, and competitive landscapes. However, they are unsure about which market to enter and how to effectively target customers in the chosen market.

- Suggest a research design and methodology that the retailer can use to make an informed decision about international expansion.
- Discuss the importance of conducting a competitive analysis in this context and recommend specific methods to analyze the competition.

Answer: