

EASTERN UNIVERSITY, SRI LANKA

FACULTY OF COMMERCE AND MANAGEMENT

Final Year First Semester Examination in Bachelor of Business Administration /

Specialization in Marketing 2018/2019 (August, 2020)

(Proper / Repeat)

MKT 4023 Marketing Research and Development

Answer all questions

Time: 03 Hours

Q1. Assume a Marketing Research Problem as your choice depend on the current pandemic situation. And prepare Marketing Research Proposal by including the following details:

- i) Introduction
- ii) Problem Statement
- iii) Research Questions
- iv) Research Objectives
- v) Methodology

(Total 20 Marks)

Q2. i) *“Marketing Research can be classified into two categories”.*

Briefly explain any one of the Classification with proper examples.

(06 Marks)

ii) Explain the various step involved in the Marketing Research Process.

(08 Marks)

iii) Clearly explain how the Theories will play a major role in Applied Marketing Research.

(06 Marks)

(Total 20 Marks)

Q3. i) What type of Marketing Research you will carry out to describe Marketing Characteristics and Function? Elucidate that Marketing Research type with appropriate example.

(08 Mar

ii) Compare and Contrast the Qualitative and Quantitative Research Design

(06 Mar

iii) *“An interview conducted by a trained moderator among a small group respondents in an unstructured and natural manner”.*

Briefly explain the variations in Focus Group Technique.

(06 Mar

(Total 20 Mar

Q4. i) Elaborate the criteria for evaluating Survey Method under the Marketing Research.

(05 Mar

ii) Write the short notes on following terminologies:

a) Nominal scale

b) Ordinal scale

c) Interval scale

d) Ratio scale

(02*04 Mar

(08 Mar

iii) Briefly elaborate the three criteria in the Scale Evaluation.

(07 Mar

(Total 20 Mar

- Q5. i) Elucidate any two methods under the Non-Probability Sampling Technique.
(08 Marks)
- ii) Briefly elaborate the Data Preparation Process after collection of data.
(06 Marks)
- iii) "*Research without a good report is like body without soul.*" Justify the above statement with proper report outline.
(06 Marks)
- (Total 20 Marks)