ESSAY (100 marks)

INSTRUCTION:

This section consists of **FOUR (4)** essay questions. Answer **ALL** questions.

QUESTION 1

Marketing research is one of the important aspects of marketing. As a researcher, it can assist you in doing marketing research activities effectively.

a.   Define marketing research.   [CLO1: C1]

(2 marks)

b.   List **THREE (3)** functions of marketing research.   [CLO1: C1]

(3 marks)

c.   Illustrate the marketing research process with an appropriate diagram.

[CLO 1: C3]

(6 marks)

d.   The research problem is the main part for conducting a research. It must be stated clearly and precisely in order to plan a research design which will uncover accurate answers to the problem.

i.   Research problems arise from several sources. List **FIVE (5)** sources of research problem.   [CLO 1: C1]

(5 marks)

ii. Explain **THREE (3)** steps in determining the research problem.

[CLO 1: C2]

(9 marks)

POLITEKNIK
Jabatan Pengajian Politeknik

EXAMINATION AND EVALUATION DIVISION
DEPARTMENT OF POLYTECHNIC EDUCATION
(MINISTRY OF HIGHER EDUCATION)

COMMERCE DEPARTMENT

FINAL EXAMINATION
JUNE 2012 SESSION

PM502: MARKETING RESEARCH

DATE : 24 NOVEMBER 2012 (SATURDAY)
DURATION : 2 HOURS (2.30 PM - 4.30 PM)

This paper consists of **SIX (6)** pages including the front page.
Essay (4 questions – answer all)

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BY THE CHIEF INVIGILATOR

(The CLO stated is for reference only)

QUESTION 3

a.   Questionnaire design is systematic and includes a series of logical activities. Researchers select the appropriate scale as well as design the questionnaire format to meet the data requirements.

      i.   Explain **THREE (3)** functions of questionnaire.   [CLO1: C1]

      (6 marks)

      ii.   List **THREE (3)** advantages of close ended questions.

      [CLO1: C1]

      (3 marks)

b.   Describe all the following basic scaling and measurements:
      i.   Nominal Scale
      ii.   Ordinal scale
      iii.   Interval scale
      iv.   Ratio scale

      [CLO1: C2]

      (16 marks)

QUESTION 2

a.   Data can be collected in different settings such as in the field or laboratory and from different sources such as primary and secondary sources.

      i.   Distinguish between primary data and secondary data with appropriate examples.   [CLO1: C2]

      (6 marks)

      ii.   Give **THREE (3)** reasons why researchers need to obtain secondary data.   [CLO1: C2]

      (3 marks)

b.   Survey is one of the frequent choices of data collection methods among researchers.

      i.   Briefly explain **FOUR (4)** basic methods of a survey.   [CLO1: C2]

      (12 marks)

      ii.   Give **TWO (2)** advantages of a telephone survey.   [CLO1: C2]

      (2 marks)

      iii.   Give **TWO (2)** disadvantages of a telephone survey.   [CLO1: C2]

      (2 marks)

iv.   Interpret the descriptive analysis in Table 1:   [CLO2: C2]

                                                                     (5 marks)

Variable	Frequency	Percent
Gender		
Male	250	62.5
Female	150	37.5
Age		
20-30 years	30	7.5
31-40 years	70	17.5
41-50 years	210	52.5
> 50 years	90	22.5

Table 1: Descriptive Analysis for Demographic Variables of Customer Satisfaction in Home Building.

QUESTION 4

a.   Data preparation is a process to take data in its raw form and convert it to establish meaning and create value to the user.

   i.   State the data preparation process in the correct sequence.

                                                                     [CLO2: C1]

                                                                     (5 marks)

   ii.   State when researchers should begin conducting the data preparation process and give a reason to support your answer.   [CLO2: C1]

                                                                     (4 marks)

   iii.   Explain the following data preparation process: coding and transcribing   [CLO2: C2]

                                                                     (6 marks)

b.   SPSS provides initial understanding of the data through a preliminary descriptive analysis. A simple descriptive method is applied on demographics by looking into the frequency and percentage of the responses.

   i.   Write down in full the acronym of SPSS.   [CLO2: C1]

                                                                     (1 mark)

   ii.   Define Frequency distributions.   [CLO2: C1]

                                                                     (2 marks)

   iii.   Define Descriptive analysis.   [CLO2: C1]

                                                                     (2 marks)