

OLLSCOIL NA hÉIREANN, GAILLIMH
NATIONAL UNIVERSITY OF IRELAND, GALWAY.

SEMESTER 2 EXAMINATION 2000/2001

DIPLOMA IN BUSINESS STUDIES EXAMINATION

MARKETING RESEARCH
[MK 877]

Professor James Lynch;
Dr. Aidan Daly;
Ms. Juliana McDonnell

Time allowed: **three** hours.
Non-English Speaking Students: three & a half hours.

Please answer **four** questions.

All questions carry equal marks.

1. "Measurement can occur on either a nominal, ordinal, interval or ratio scale". Malhotra, 1999. Elaborate.
2. Model and explain the steps of the market research process.
3. Describe three probability sampling techniques. How do they differ from non-probability sampling?
4. Explain the tasks necessary to successfully define the problem in any market research process.
5. Differentiate between exploratory, descriptive and causal research.
6. Discuss any two of the following:
 - (i) the importance of market research report preparation and writing;
 - (ii) the growing role of focus groups as a qualitative research tool;
 - (iii) the three step procedure of hypothesis testing;
 - (iv) the benefits and limitations of secondary sources of data.