

Ollscoil na hÉireann, Gaillimh
National University of Ireland, Galway.

SEMESTER 1 EXAMINATION, 2003/2004

Exam Code(s): **3BC1, 4BC2, 4BC3, 4BC4, 4BC5, 10A, 1EM.**
Exam(s): **Third Year B.Comm. Degree.**

Mode Code(s): **MK 301**
Module(s): **MARKETING RESEARCH**

Paper No.: **1.**
Repeat Paper: _____ Special Paper: _____

External Examiner(s): **Professor Roger Mason**
Internal Examiner(s): **Dr. Aidan Daly**
Ms. Juliana McDonnell

Instructions: Please answer four questions.
All questions carry equal marks.

Duration: **Three hours.**
No. of Answer Books:

Requirements:

Handout
MCQ
Statistical Tables
Graph Paper
Log Graph Paper
Other Material

No. of Pages: **Two including cover page.**
Department(s): **Marketing**

MK 301 MARKETING RESEARCH

1. Describe three probability sampling techniques. How do they differ from non-probability techniques?
2. Explain the tasks and activities necessary to define the problem in any marketing research process.
3. Differentiate between exploratory, descriptive and causal research, showing the uses of each.
4. Explain three basic scales of measurement and give examples of their application.
5. Discuss the reasons for the growth in use and popularity in recent years of focus group research.
6. Discuss any two of the following:
 - (a) The use of projective techniques in market research.
 - (b) The three step procedure of hypothesis testing.
 - (c) The benefits of the internet for marketing research.
 - (d) The advantages and limitations of observational research.