

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

**SEMESTER 2 EXAMINATION, 2004/2005**

Exam Code(s): **1DB1**  
Exam(s): **Diploma in Business Studies**

Mode Code(s): **MK 877**  
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: **Two including cover page.**

**Requirements:**

Handout

MCQ

Statistical Tables

Graph Paper

Log Graph Paper

Other Material

No. of Pages:  
Department(s): **Marketing**

## MARKETING RESEARCH [MK 877]

1. Discuss the four main types of experimental design, giving one example from each category.
2. Describe three non-probability sampling techniques explaining how they differ from probability sampling techniques?
3. Describe three basic scales of measurement and give examples of their application.
4. Differentiate between exploratory, descriptive and causal research design, showing the uses of each.
5. "Marketing research is a set of techniques and principles for systematically collecting, recording, analysing and interpreting data that can aid decision makers involved in marketing goods, services or ideas." Parasuraman et al (2004) Discuss.
6. Discuss any two of the following :
  - a. The seven step questionnaire design
  - b. The three step procedure of hypothesis testing
  - c. The advantages and limitations of secondary sources of data
  - d. The three types of focus group research