

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

SEMESTER 2 EXAMINATION 1999/2000

DIPLOMA IN BUSINESS STUDIES EXAMINATION

MARKETING RESEARCH
[MK 877]

Professor James Lynch;
Dr. Christine T. Domegan;
Dr. Breda McCarthy.

Time allowed: **three** hours.

Please answer **four** questions.

All questions carry equal marks.

1. "Marketing research, if conducted incorrectly, is more likely to mislead rather than help marketing managers".
Do you agree or disagree with the above statement? Justify your answer.
2. Describe all the steps in the sampling process that a researcher should consider.
3. Describe the main differences between qualitative and quantitative research techniques.
4. "The construction of a questionnaire is more of an art than a science".
Discuss.
5. Discuss with illustrations, at least four ways in which consumer attitudes can be measured in marketing research.