INSTRUCTIONS:
1. This examination paper contains FIVE (5) QUESTIONS in TWO (2) printed pages excluding the cover page.
2. You have to answer ALL questions in the answer booklet provided.
3. Candidates are NOT ALLOWED to take both exam question and answer booklet out of the exam hall.
4. Candidates are bound by the UUM's RULES AND PROCEDURES ON ACADEMIC FRAUD.
QUESTION ONE (20 MARKS)

a) As a marketing research student, you are required to list and discuss the SIX (6) steps in the marketing research process, using appropriate examples.

(12 marks)

b) Discuss FOUR (4) steps a student should take in order to properly prepare for a career in the marketing research industry.

(8 marks)

QUESTION TWO (20 MARKS)

a) As a marketing research expert in your company, you are asked by your marketing director to identify and discuss FOUR (4) differences between primary and secondary data. Include a specific example of each to support your answer.

(10 marks)

b) In a short essay, list and discuss FIVE (5) specific criteria that are essential for evaluating secondary data.

(10 marks)

QUESTION THREE (20 MARKS)

a) As the research officer for Research and Development (R&D) unit in UUM, you are required to describe FOUR (4) differences between qualitative research and quantitative research.

(8 marks)

b) List and discuss SIX (6) basic steps to conducting a focus group.

(12 marks)

QUESTION FOUR (20 MARKS)

a) Describe the characteristics of the survey method of obtaining information and list THREE (3) advantages and three disadvantages of survey research.

(10 marks)

b) Define the term “response rate” and discuss THREE (3) primary methods researchers use in an attempt to improve response rates.

(10 marks)
QUESTION FIVE (20 MARKS)

a) Discuss the FOUR (4) commonly used non-probability sampling techniques used in marketing research. (10 marks)

b) List and explain FIVE (5) steps in the data preparation process. (10 marks)

END OF QUESTIONS