



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **BMK3404 Marketing Research**
Trimester & Year : January-April 2019
Lecturer/Examiner : Dr. Liew Cheng Siang
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 1 part:
Answer any **FOUR (4)** Essay questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are **NOT** allowed to take any examination materials out of the examination hall.
4. Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College.

Total Number of pages = 3 (Including the cover page)

ESSAY QUESTIONS (100 MARKS)

INSTRUCTION(S) : Answer any **FOUR (4)** questions. Write your answers in the Answer Booklet(s) provided.

QUESTION 1a

You are invited to give a guest lecture for a marketing research class in a local university and the topic is “Conducting an effective marketing research”. Discuss the process involved when conducting a marketing research

(15 Marks)

QUESTION 1b

In your lecture, you told the students that the goal of marketing research to provide information to management in order to facilitate managerial decisions. Discuss the characteristics of information needed by the management.

(10 marks)

[Total= 25 Marks]

QUESTION 2

Questionnaire design is the process of designing the format and questions in the survey instrument that will be used to collect data about a particular phenomenon. You are assigned to explain to the new interns in the company on the steps involved in developing a questionnaire.

(25 Marks)

QUESTION 3a

Mister Potato is developing a new potato chip flavour and you are required to conduct a series of focus group to examine which flavours are favourable to Malaysia consumers. Discuss the steps involved in conducting a focus group.

(20 Marks)

QUESTION 3b

List **5 (FIVE)** disadvantages of focus group.

(5 Marks)

[Total= 25 Marks]

QUESTION 4

Discuss the differences between Exploratory and Conclusive Research with respect to objective, sample, data analysis, findings and outcome when conducting a marketing research

(25 Marks)

QUESTION 5a

Discuss with example the primary scale of measurement used by marketing researcher in a questionnaire.

(20 Marks)

QUESTION 5b

Comparative scales involve the direct comparison of stimulus objects. Comparative scale data must be interpreted in relative terms and have only ordinal or rank order properties. List the relative advantages of comparative scales.

(5 Marks)

[Total= 25 Marks]

END OF EXAM PAPER