



**BERJAYA BUSINESS SCHOOL**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **BMK3404 Marketing Research**  
Trimester& Year : May – August 2018  
Lecturer/Examiner : Ms. Chong Poh Ling  
Duration : 3 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. Answer all 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 = 2 (Including the cover page)**

**INSTRUCTION(S)** : **FOUR (4)** essay questions. Answer **ALL** questions. Answers are to be written in the Answer Booklet provided.

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**Question 1**

Explain the purpose of “Basic Research” and “Applied Research”. Elaborate the distinction between the two types of research by using examples.

(25 marks)

**Question 2**

Compare and contrast the essential differences among nominal, ordinal, interval and ratio scales. Provide **ONE (1)** example for each scale to support your answer.

(28 marks)

**Question 3**

Evaluate **THREE (3)** advantages and **THREE (3)** disadvantages of any **TWO (2)** survey methods (choose from personal interview, mail survey, internet survey, telephone survey) that a researcher can use for data collection.

(24 marks)

**Question 4**

Define the meaning of “Literature Review” and explain its purpose in a research. List **EIGHT (8)** sources of literature review.

(23 marks)

**END OF QUESTION PAPER**



