

**BERJAYA BUSINESS SCHOOL****FINAL EXAMINATION**

Student ID (in Figures) :

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Student ID (in Words) :

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Subject Code & Name : **BMK3404 Marketing Research**  
Semester & Year : September – December 2017  
Lecturer/Examiner : Mr. Michael Liew Cheng Siang  
Duration : 3 Hours

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**INSTRUCTONS TO CANDIDATES**

1. This question paper consists of 1 part:  
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 of Hospitality 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 of Hospitality.

**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.

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1. (a) You are invited to give a guest lecture for a marketing research class in a local university and the topic is "Understanding secondary data in marketing research". Discuss the advantages of secondary data in marketing research. (15 Marks)
- (b) In your lecture, you also told the students that there are criteria when evaluating the quality of secondary data. Discuss **FIVE (5)** criteria when evaluating the quality of secondary data. (10 marks)
2. (a) Questions regarding behavior, intentions, attitudes, awareness, motivations, and demographic and lifestyle characteristics all lend themselves to survey research. Critically discuss the methods a researcher can use to improve response rates in survey. (20 Marks)
- (b) The limitless boundaries of the World Wide Web encourage researchers to use social media to conduct surveys. Explain the advantages of using social media to conduct surveys. (5 Marks)
3. Non-probability sampling techniques do not use chance selection procedures but rather, they rely on the personal judgment of the researcher. Discuss **TWO (2)** advantages and **TWO (2)** disadvantages of each non-probability sampling technique. (25 Marks)
4. (a) Training field workers is essential to ensure the uniformity of the data by minimizing interviewer error and coding error. As you are the appointed trainer to train the fieldworkers, discuss with examples the necessary areas or topics to be included in your training programme. (15 Marks)
- (b) It is important to evaluate field workers to provide them with feedback on their performance as well as to identify the better field workers and build a better, quality field force. Discuss the factors/criteria on which field workers are being evaluated. (10 Marks)
5. (a) Jonathan would like to open a café in Klang Valley. He would like to conduct a marketing research to understand the coffee drinking behavior in Klang Valley. Explain in detail the steps involved in the marketing research process. (15 Marks)
- (b) Jonathan explains he may consider using an external supplier to help him conduct the market research. Discuss **FIVE (5)** criteria Jonathan should consider when selecting an external supplier to help in conducting a marketing research project. (10 Marks)

6. Your first step in marketing research is to determine what your research needs are, then decide whether qualitative or quantitative research is more appropriate for your needs. Discuss the differences of quantitative and qualitative research with respect to the overall objective, data collection techniques, sample size, data analysis and outcome when conducting a marketing research.

(25 Marks)

**END OF EXAM PAPER**