UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level II-Semester VI) Examination – November 2018

MKT 2302 – Marketing Research

Three (03) Hours

Answer **FIVE (05)** questions only

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1. i. Explain the role of Marketing Research in a business organization.

    (06 marks)

    ii. There are many Marketing Research projects carried out in Sri Lanka. Do you believe that these research outcomes are error free? Explain your stand giving attention to the potential errors that may affect to research designs.

    (14 marks)

    (Total marks 20)

2. i Describe what types of tasks involved in the problem definition process.

    (12 marks)

    ii. Explain how you can transform the management problem into a marketing research problem.

    (08 marks)

    (Total marks 20)

3. Explain the differences among the three broad research designs and describe popular descriptive research types used by marketing researchers with suitable examples.

    (20 marks)

4. To understand the consumers in deep direct questions are not sufficient. Explain the role of projective techniques and describe different types of such techniques available for marketers using appropriate examples.

    (20 marks)

5. Explain briefly various types of human and mechanical observations which are available for marketing researchers citing suitable examples.

(20 marks)

6. i. Briefly describe different types of experimental designs with relevant examples.

(12 marks)

ii. Explain randomized block design and factorial design with marketing examples.

(08 marks)

(Total marks 20)

7. A focus group study is a popular method among marketing researchers in Sri Lanka. Describe how you could conduct an effective focus group study explaining the role of the moderator and the characteristics that she/he must have.

(20 marks)

8. Write short notes on any **FIVE (05)** of following topics:

   i.   Thematic Apperception Test (TAT)

   ii.   Word association

   iii. Consumer panel

   iv.   Laddering and Symbolic analysis

   v.   Survey

   vi.   Role playing technique

   vii. Causal and cross-sectional research

   viii. Potential errors which may occur when designing a marketing research

(Total marks 5×04=20)