

# UNIVERSITY OF COLOMBO, SRI LANKA

## FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level II-Semester VI) Examination – December 2017

### MKT 2302 – Marketing Research

Three (03) Hours

Answer **FIVE (05)** questions only

Use of calculators is allowed

F Distribution is provided

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1. Marketing Research is a professional study which should be conducted under strict methodological guidelines. Reliability and validity are essential aspects of it and a wrong study will be leading the firm to a business failure.

Do you believe that marketing researches conducted by many consultants in Sri Lanka are error free? Explain giving attention to the potential errors that may affect to research designs.

(20 marks)

2. Explain how you can understand a marketing problem properly and transform that into a researchable problem.

(20 marks)

3. Differentiate exploratory research and descriptive research. Describe different types of popular descriptive research types used by marketing researchers.

(20 marks)

4. Consumers cannot remember properly or sometimes they cannot verbalize what they want to say. 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. i. Three advertisements have been prepared and eighteen people have been selected randomly. An experiment was conducted based on completely randomized design. Accordingly, three independent groups of six each have been arranged and shown three advertisements separately. The ratings given by the eighteen people on seven-point scale are given below. You are requested to use ANOVA and give comments about differences in perceptions of the consumers.

	Advertisement A	Advertisement B	Advertisement C
	7	4	5
	8	4	5
	6	5	4
	9	6	7
	9	6	8
	9	5	7

(17 marks)

- ii. Comment on the following SPSS output tables.

### Oneway

#### ANOVA

Customer Ratings

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	44.778	2	22.389	21.436	.000
Within Groups	15.667	15	1.044		
Total	60.444	17			

### Post Hoc Tests

#### Multiple Comparisons

Dependent Variable: Customer Ratings

Scheffe

(I) Type of the Advertisement	(J) Type of the Advertisement	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Benefit theme	Violence theme	3.16667*	.59004	.000	1.5654	4.7679
	Story theme	-.33333	.59004	.854	-1.9346	1.2679
Violence theme	Benefit theme	-3.16667*	.59004	.000	-4.7679	-1.5654
	Story theme	-3.50000*	.59004	.000	-5.1012	-1.8988
Story theme	Benefit theme	.33333	.59004	.854	-1.2679	1.9346
	Violence theme	3.50000*	.59004	.000	1.8988	5.1012

\*. The mean difference is significant at the .05 level.

(3 marks)

(Total 20 marks)

6. What is an observational form? Explain briefly various types of human and mechanical observations which are available for marketing researchers citing suitable examples.

(20 marks)

7. i. Explain what a focus group study is and how it is conducted. (08 marks)

ii. What kind of a person should be appointed as a focus group moderator? (06 marks)

iii. Discuss advantages and disadvantages of focus groups. (06 marks)

**(Total 20 marks)**

8. i. Explain why it is important to control extraneous variables.

(04 marks)

ii. Briefly explain true-experimental designs and quasi-experimental designs.

(06 marks)

iii. Describe randomized block design and factorial design with marketing examples.

(10 marks)

**(Total 20 marks)**