

International Islamic University Chittagong

Department of Business Administration

MBA Final-term Examination

Spring-2022

Course Code: MKTG-5504, Course Title: Marketing Research

Full Marks: 40.

Time: 3 Hours

(Answer four questions only. All questions are of equal value)

- 1 (a) What are the primary differences between qualitative and quantitative research techniques? Discuss the application of depth interviews. 05
- (b) You are a marketing research consultant hired to organize focus groups for an innovative German-style fast-food restaurant. What kind of people would you select to participate in focus groups? How would you be conducting the focus groups interviews? What question would you ask? 05
- 2 (a) The campus food service would like to determine how many people eat in the student cafeteria. List the survey method ways in which this information could be obtained. Which method is best? 05
- (b) What is trace analysis? If Disney World wants to determine how many people visit its theme parks on a daily basis and which are the most popular exhibits, can the observation method be used? If yes, which observation method would you use? 05
- 3 (a) You are working as an assistant marketing research manager with a national department store chain. Management, represented by a group of students, is concerned about the extent of shoplifting by the employees. You are assigned the task of developing a questionnaire to determine the extent of shoplifting by the employees. This questionnaire would be mailed to employees' nationwide. Explain your approach to designing the questionnaire to management. 05
- (b) Explain the primary scale of measurement. Develop a Likert's scale for measuring the attitude of students toward the Internet as a source of general information. 05
- 4 (a) What are the general qualifications of fieldworkers? You are a field supervisor. Ask a fellow student to assume the role of an interviewer and another student the role of a respondent. Train the interviewer to conduct in-home-personal interviews by giving a live demonstration. 05
- (b) Explain the tips for telephone interviewing. How would you evaluate the fieldworkers? 05
- 5 (a) Describe the data preparation process. How would you draw some commonly used scales (Agree, Attitude, Importance, Satisfaction, Purchase intent, Purchase frequency) in marketing? 05
- (b) How would you classify the univariate and multivariate techniques 05
- 6 (a) You are a researcher preparing a report on 'Analysis of students' perception of online classes and exams during the pandemic situation at IIUC'. Develop a format of your report. 05
- (b) Explain the guidelines for writing and reading a research report. 05