

International Islamic University Chittagong

Department of Business Administration

Program: MBA

Mid -Term Examination, Autumn-2019

Course Code: MKTG-5506, Course Title: Marketing Research

Full Marks: 30.

Time: 2 Hours

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

- 1 (a) How would you define marketing research? Explain the Job description of marketing research. 03
- (b) Describe the steps in the marketing research process. 04
- (c) List one kind of marketing research that would be useful to each of the following organizations: 03
 - i. Your campus bookstore
 - ii. The public transportation authority in your city.
 - iii. A major department store in your area
 - iv. A restaurant located near your campus
 - v. A zoo in a major city
2. (a) Define model. Draw the process of defining the problem and developing an approach. 03
- (b) Explain the factors that have an impact on the definition of the marketing research problem. 04
- (c) State the research problems for each of the following management decision problems. 03
 - i. Should a new product be introduced?
 - ii. Should an advertising campaign that has run for three years be changed?
 - iii. Should the in-store promotion for an existing product line be increased?
 - iv. What pricing strategy should be adopted for a new product?
 - v. Should the compensation package be changed to motivate the sales force better
3. (a) Welcome Zaman is a chain of fast-food restaurants located in major metropolitan areas in the south. Sales have been growing very slowly for the last two years. Management has decided to add some new items to the menu, but first they want to know more about their customers and their preferences. 03
 - a. What kind of research design is appropriate? Why?
- (b) You are a manager in charge of a marketing research project. Your goal is to determine what effects different levels of advertising have on consumption behavior. Based on the results of the project you will recommend the amount of money to be budgeted for advertising different products next year. Your supervisor will require strong justification for your recommendations, so your research design has to be as sound as possible. However, your resources (time, money, and labor) are limited. Develop a research project to address this problem. Focus on the kind of research designs you would use, why you would use them, and how would conduct the research? 07

4. (a) Define primary data. Explain the advantages and uses of secondary data. 03
- (b) What are the criteria to be used when evaluating secondary data? 04
- (c) You are marketing research manager of a local bank. Management has asked you to assess the demand potential for checking accounts in your metropolitan area. What sources of secondary data should you consult? What kind of information would you expect to obtain from each source? 03