



NATIONAL OPEN UNIVERSITY OF NIGERIA
Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi - Abuja
FACULTY OF MANAGEMENT SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
2025_2 EXAMINATIONS

Course Code: MKT403

Credit Unit: 3

Course Title: Management Information System

Time Allowed: 2 ½ hours

Instruction: Attempt question ONE) **25marks** and any three questions **15marks** each of your choice

QUESTION ONE

- a. Outline the process by which marketers approach marketing research to maintain the needed control for obtaining accurate information **5 marks**
- b. Marketing Research cannot be carried out vaguely, to be able to achieve a useful marketing decision through it; there must be a reason for any marketing action. Expatriate on the purposes or objectives of Marketing Research. **10 marks**
- c. i: Explain why mail, email and online distribution of questionnaires are very useful for extensive questioning. **5 marks**
- c. ii Elucidate, Depth interview as one of the various types of interview **5 marks**

QUESTION TWO

- a. The problem statement in Marketing Research takes a different approach. Explain the interrogative approach. **5 marks**
- b. Theory and Law in Marketing Research are both employed by marketing managers in solving marketing problems. Make a clear distinction between “Theory” and “Law” in Marketing Research. **10 marks**

QUESTION THREE

- a. There are several sources of existing data available from outside the organization that may be valuable. List the external sources of secondary data. **5 marks**
- b. Primary and secondary data are both useful for research purposes. Make a clear distinction between primary and secondary data. **10 marks**

QUESTION FOUR

- a. Explain what makes panel work in research **5 marks**
- b. Write exhaustively on supervisor instructions and screening form **10 marks**

QUESTION FIVE

- a. Questionnaire design, a “science or an art” Discuss **5 marks**
- b. There are three main categories of marketing research objectives. Discuss the cognitive and the psychomotor Domain. **10 marks**