



**NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE NNAMDI AZIKWE EXPRESS WAY JABI-ABUJA
FACULTY OF MANAGEMENT SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
2025_2 EXAMINATIONS**

COURSE CODE: MKT837

CREDIT UNITS: 3

COURSE TITLE: MARKETING RESEARCH

TIME ALLOWED: 3 hours

Instructions: 1. Attempt question Number one (1) and any other three (3) questions

2. Question number 1 is compulsory and carries 25 marks while the other questions carry 15 marks each.

3. Present all your points in coherent and orderly manner.

Question: 1. What is the importance of defining the marketing research problem, and how does it influence the success of a research project? (25 Marks)

Question: 2. Discuss the decision-making alternatives in the marketing research process. What are the key components to consider? (15 Marks)

Question: 3. Explain the role of marketing research objectives in the research process and differentiate between business objectives and research objectives. (15 Marks)

Question: 4. Critically analyze the importance of the research plan in the execution of marketing research. What are the critical components of a research plan? (15 Marks)

Question: 5. Critically evaluate the role of internal and external published data in marketing research. What are the advantages and disadvantages of using secondary data? (15 Marks)