



**NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE NNAMDI AZIKWE EXPRESS WAY JABI-ABUJA
FACULTY OF MANAGEMENT SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
2025_1 EXAMINATION....**

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 ONE a. Discuss briefly marketing research. Outline its contents and state why it is required in marketing research. (10 marks)

b. Distinguish critically between internal and external published research data. (5 marks)

c. Define and explain primary or field research. (10 marks)

Question: 2 Define marketing research and explain its importance in corporate planning. (15 Marks)

Question: 3 Discuss the various stages involved in the marketing research process. (15 Marks)

Question: 4 Evaluate the role of marketing research intelligence in supporting strategic corporate planning. Include examples of how it can influence decision-making. (15 Marks)

Question: 5 Explain the flowerpot approach to questionnaire design and its impact on improving the accuracy of marketing research surveys. (15 Marks)