

UNIVERSITY OF BRADFORD

MSc MARKETING RESEARCH: THEORY & PRACTICE

MAN4273D

16 January 2013

16:00 – 17:00 hours

This is a **CLOSED BOOK** examination

10 Questions taken from a pre-seen question bank

Each question is worth 10 marks

Each question is compulsory

Answer **ALL** questions

1. Discuss the key limitations of Marketing Research.
2. Outline and explain four criteria for selecting a suitable external research agency.
3. What is triangulation? How does it contribute to the validity of findings based on secondary data?
4. Describe two non-probability sampling methods in detail and provide an example of where each would be appropriate.
5. Describe the key characteristics of qualitative research and highlight how it differs from quantitative research.
6. Explain what ethnography is, identify the discipline we borrow this technique from and provide an example of its use.
7. Explain what is meant by “noise” in the communication process and then discuss how this impacts on questionnaire design.
8. Explain what conjoint analysis is. Provide an example of the use of conjoint analysis in marketing research.
9. Explain three ways that the audience can impact on the planning and/or execution of a research presentation.
10. Identify the three corners of the decision trigram and explain how it helps to make key decisions in the research process.