

UNIVERSITY OF BRADFORD  
MSc MARKETING RESEARCH: THEORY & PRACTICE  
MAN4273M

Monday 6<sup>th</sup> January 2014

16:00 – 17:30 hours

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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

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1. Define both Marketing and Marketing Research. From those definitions briefly indicate the major contribution that Marketing Research makes to Marketing.
2. Define both cross-sectional research and longitudinal research. Provide an example of how each type of research could be used.
3. Identify the key difference between secondary and primary research and give four ways in which secondary data can be used.
4. Define what a sampling frame is. Explain why a sampling frame is necessary when using probability sampling.
5. Outline three reasons why a marketing researcher might use individual in-depth interviews rather than focus groups. Use examples to illustrate your points.
6. What advantages does observation research have over interviewing and survey research?
7. Identify three common problems with question wording and for each provide an example.
8. Explain the difference between independent and related samples. Give examples of studies where each would be used.
9. Outline and explain the elements of a formal research report.
10. Explain three ways in which the data analysis stage of the research process is dependent on earlier stages of the research process.