**UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL**

## FINAL EXAMINATION

## JANUARY 2016 SEMESTER

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|---|---|---|
| **SUBJECT CODE** | : | EDB30303 |
| **SUBJECT TITLE** | : | MARKETING RESEARCH |
| **LEVEL** | : | BACHELOR |
| **TIME / DURATION** | : | 2.00 PM - 5.00 PM / 3 HOURS |
| **DATE** | : | 30th MAY 2016 |

## INSTRUCTIONS TO CANDIDATES

1. Please CAREFULLY read the instructions given in the question paper.

2. This question paper has information printed on both sides of the paper.

3. This question paper consists of ONE (1) section ONLY.

4. Answer ALL questions

5. Please write your answers on the answer booklet provided.

6. Answer all questions in English language ONLY.

7. This question paper must not be removed from the examination hall.

THERE ARE 2 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

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**Total: 100 marks.**

**INSTRUCTION: Answer ALL questions.**
**Please use the answer booklet provided.**

**Question 1**

Selecting appropriate interviewing methods for international marketing research is much more difficult because of the challenges of conducting research in foreign countries. Elaborate.

(20 marks)

**Question 2**

Discuss and explain on how marketing research applies to the traditional marketing mix.

(20 marks)

**Question 3**

Market research data is a key component of a successful SWOT analysis. How organizations use market research to maximize the value of their own SWOT analyses?

(20 marks)

**Question 4**

Social networks are defined by the relationships between members. How can marketing researchers tap into these social networks for conducting qualitative research?

(20 marks)

**Question 5**

Compare and contrast.

a) exploratory and conclusive research

b) cross-sectional and longitudinal designs

c) data warehouse and data mining

d) internal and external secondary data

(20 marks)

**END OF EXAMINATION PAPER**