

CONFIDENTIAL



UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

FINAL EXAMINATION

JANUARY 2016 SEMESTER

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.

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

