EASTERN UNIVERSITY, SRI LANKA
FACULTY OF COMMERCE AND MANAGEMENT
DEPARTMENT OF MANAGEMENT

Final Year – First Semester Examination in Business Administration

Specialization in Marketing 2008/09 (Sep 2009)

MKT 4133 MARKETING RESEARCH AND DEVELOPMENT

Answer all (5) questions.   Time: 3 hrs.

Q1. Read the following and answer the questions below.

Ramilan conducted a survey with a questionnaire, which consists of personal information of gender, age, education, experience, and number of family members, and responses for independent variable "Consumer's perception on advertisement (CPA)" and the dependent variable "Buying behaviour (BB)". The personal information is coded as 1-2, 1-4, 1-5, 1-5, and 1-5, respectively. The maximum, medium, and minimum levels of age are 32, 25, and 18, respectively; that of education are postgraduate, GCE (O/L), below grade 9. The minimum and maximum levels of experience are 1 year, and 5 years and above, respectively. Similarly, the number of family members are 1 minimum and 10 maximum. Note that codes of personal information are made to provide information in an ascending and positive order.

The CPA has a set of four (4) dimensions (DC1, DC2, DC3, and DC4) and each of the dimension has four (4) indicators in the questionnaire. The BB has two dimensions (DB1 and DB2) and every dimension has five (5) indicators.

Questions:

a) Set codes for the personal information to display in a spreadsheet.   **(05 marks)**

b) Explain the process of determining the dimensional values within the Likert's scale.

                                                                                         (05 marks)

c) How do you determine the values of variables as consistent with Likert's scale?

                                                                                         (04 marks)

d) What is the analysis you would perform to reflect a variable's characteristics?

                                                                                         (05 marks)

e) Form the decision criteria that are useful to understand the levels of dimensions and variables.   **(06 marks)**

f) How do you understand about the statistically significant relationship between BB and CPA?   **(05 marks)**

                                                                                 (Total 30 marks)

Q2. a) Define the secondary data (03 marks)

b) What are the advantages and disadvantages of using secondary data? (08 marks)

c) What type of internal data can be available in a marketing organisation? (05 marks)

d) Briefly explain the marketing research ethics of a researcher in relation to data collection. (04 marks)

(Total 20 marks)

Q3. a) Explain the primary scales of measurements that can be used in a questionnaire and provide the appropriate statistical measure for those scales to represent the samples as a whole. (10 marks)

b) What do you understand about Likert's Scale? (04 marks)

c) How do you treat unsatisfactory responses in a set of questionnaires? (06 marks)

(Total 20 marks)

Q4. a) What is the purpose of presenting a cross-tabulation? (04 marks)

b) Indicate the null and the alternative hypotheses for testing the association between two variables that are measured on a nominal scale. (08 marks)

c) Provide the test statistic to confirm the association. (03 marks)

(Total 15 marks)

Q5. Ram assesses the impact of an independent variable (x) on a dependent variable (y). Both variables are measured as interval scales.

a) Indicate the statistical measure that is useful to compare the data distribution of variables (to know high or low disbursed data). (04 marks)

b) How do you determine the strength and trend (positive or negative) of the relationship between variables? – Briefly explain the measure. (06 marks)

c) Why do you want to perform regression analysis for these variables? (05 marks)

(Total 15 marks)