

**EASTERN UNIVERSITY, SRI LANKA**

**Faculty of Commerce and Management**

**Third Year/ Second Semester Examination in Bachelor of Business  
Administration/Specialization in Marketing Management -2017/2018**

**(January 2020) (Proper/Repeat)**

**MKT 3073: Research Methodology in Marketing Management**

Answer all five (05) questions

Time: 03 hours

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- Q1. Read the following abstract of a research on “Product Packaging and Consumer Purchase Intentions.” and answer the questions given below.

*Abstract:*

**Product Packaging and Consumer Purchase Intentions**

Packaged food products are now available in supermarkets which have increased consumer choice. In addition, competition between packaged food products has also increased. The consumers’ decision making process is strongly influenced by product packaging. Thus, the aim of the study is to measure the effect of product packaging (i.e. packaging colour, packaging material, font style, packaging design and printed information) on consumer purchase intentions. Consumers of packaged foods in Karachi belonging to the age group of 18-35 years were surveyed through a questionnaire adapted from the earlier studies. The sample size for the study was 278 comprising a response rate of 95%. Preliminary statistical investigation consisted of reliability, validity and normality analyses. The developed hypotheses were empirically examined through regression analysis. The results suggest that all the hypotheses were accepted. The results also indicate that product packaging has a significant effect on consumer purchase intentions. It was also found that packaging material has the strongest influence on consumer purchase intentions followed by packaging colour, font style, packaging design and printed information. Future studies may investigate how consumer purchase intentions are influenced by other elements of packaging in the context of Pakistan.

Questions;

- a.) Identify the research problem for the above abstract and state the rationale behind your explanation.

(05 Marks)

- b.) Develop the research questions that could have guided this study.

(06 Marks)

- c.) Construct the conceptual framework for this study.

(06 Marks)

- d.) Based on the conclusion in this abstract what are the hypotheses that would have been formulated by the researcher?

(05 Marks)

(Total Marks 22)

Q2)

- a.) "Research in common parlance refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic."

Based on this statement define and differentiate "quantitative research and qualitative research."

(06 Marks)

- b.) *Identify and briefly explain the research process that consists of a number of closely related activities and provides a useful procedural guideline regarding research.*

(11 Marks)

- c.) "The purpose of research is to discover answers to questions through the application of scientific procedures. The main aim of research is to find out the truth which is hidden and which has not been discovered as yet."

Based on the above statement briefly explain the Criteria of good research.

(05 Marks)

(Total Marks 22)

- Q3 a.) *“Defining a research problem involves the task of laying down boundaries within which a researcher shall study the problem with a pre-determined objective in view.”*

Based on the above statement list and briefly explain the technique of defining a research problem.

(06 Marks)

- b.) *“Inquiry starts only when something is unsatisfactory when traditional beliefs are inadequate or in question, when the facts necessary to resolve one’s uncertainties are not known, when the likely relevant hypothesis are not even imagined. What one has at the gaining of inquiry is merely the problem”.*

In view of the above statement, briefly explain the Criteria/Factors to be considered in selecting the research problems.

(06Marks)

- c.) *“The formulation of a research problem is the first and most important step of the research process. It is like the identification of a destination before undertaking a journey and a research problem is like the foundation of a building.”*

Define the term “Research problem” and explain the steps in formulation of a research problem

(06 Marks)

(Total Marks 18)

- Q4 a.) *“The literature review is a critical look at the existing research that is significant to the work that a researcher is carrying out.”*

Based on the above information define the term “Literature Review” and explain the steps for writing a Literature Review

(06 Marks)

- b.) "A sample design is a definite plan for obtaining a sample from a given population refers to the technique or the procedure the researcher would adopt in selecting items the sample."

Considering the above statement, explain the different types of sampling methods used in research.

(06 Marks)

- c.) "A hypothesis is a proposition in testable form and predicts a particular relationship between two or more variables. If a researcher thinks the relationship exists, he should first state it as a hypothesis and then test hypothesis in the field."

Based on the above statement, list and briefly explain the Statistical procedures that are commonly used for hypothesis testing.

(06 Marks)

(Total Marks)