

**UNIVERSITY COLLEGE TATI (UCTATI)****FINAL EXAMINATION QUESTION BOOKLET**

COURSE CODE	: DTG 1273
COURSE	: INTRODUCTION TO RESEARCH METHOD
SEMESTER/SESSION	: 2 – 2022/2023
DURATION	: 3 HOURS

Instructions:

1. This booklet contains 5 questions. Answer **ALL** questions.
2. All answers should be written in answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hand and ask the invigilator.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO

THIS BOOKLET CONTAINS 4 PRINTED PAGES INCLUDING COVER PAGE

QUESTION 1

- (a) Research is used in such diverse scientific fields as psychology, biology, medicine, physics, and botany, to name just a few of the areas in which research makes valuable contributions to what we know and how we think about things.

Explain **TWO (2)** main purposes of the research (4 Marks)

- (b) Illustrate in diagram the types of research problems under marketing research.

Give **TWO (2)** examples for each classification (8 Marks)

- (c) List out **EIGHT (8)** processes in the development of the research scientific method (8 Marks)

QUESTION 2

- (a) Discover the meaning of research design (2 Marks)

- (b) Differentiate between exploratory, descriptive and causal research design (9 Marks)

- (c) List out **NINE (9)** issues to be considered in determining the types of research to be implemented (9 Marks)

QUESTION 3

- (a) Investigate **THREE (3)** types of exploratory research design (6 Marks)
- (b) Compare **THREE (3)** types of in-depth interviewing techniques (6 Marks)
- (c) Probe the following situation and indicate the type of in-depth interview for each of them.

‘what do you think people feel about brand X?’

‘what do you feel about brand X personally?’

‘if brand X was an animal what would it be and why?’

(6 Marks)

- (d) Explain the meaning of focus group discussion (FGD) (2 Marks)

QUESTION 4

- (a) Differentiate **TWO (2)** main characteristics between the population and sample. (4 Marks)
- (b) Classify the types of sampling available for quantitative and qualitative research design.

AND

Point out **TWO (2)** samples for each classification. (8 Marks)

- (c) Discover the situations that require the researcher to use snowballing sampling technique in collecting the research data. (4 Marks)
- (d) Point out **TWO (2)** main elements of judgement sampling. (4 Marks)

QUESTION 5

- (a) Identify **TWO (2)** functions of marketing research report (4 Marks)
- (b) List out **FOUR (4)** key issues in writing the research report (8 Marks)
- (c) Illustrate the standard format for marketing research report (2 Marks)
- (d) Probe **THREE (3)** main points to be considered inside the executive summary (6 Marks)

-----End of question-----