

Université
Libanaise

Faculté d'Information



الجامعة اللبنانية

كلية الاعلام

الفرع الاول

امتحان الفصل

للعام الجامعي 2025/2024

المادة: Marketing Research	المرحلة: إجازة
المدة: 60 د.	السنة المنهجية: الثالثة
الدورة: امتحان نصف الفصل	الاستاذ: د. حسين نصار

Section A: Multiple-Choice (0.5 point each – 5 points)

- Marketing research primarily aims to:
 - Increase sales directly
 - Provide information for decision-making
 - Replace managerial judgment
 - Reduce competition
- The first step of the marketing research process is:
 - Sampling design
 - Developing the questionnaire
 - Defining the problem
 - Data analysis
- The management decision problem is:
 - Action-oriented
 - Information-oriented
 - A statistical model
 - A sampling plan
- Exploratory research is most useful when:
 - The problem is clearly defined
 - The researcher needs preliminary insights

- c) Hypotheses are being tested
 - d) Accurate predictions are required
5. Which of the following is primary data?
- a) Internal sales records
 - b) A government report
 - c) Survey collected by the researcher
 - d) Industry statistics
6. The marketing research problem focuses on:
- a) What actions management should take
 - b) The information needed and how to obtain it
 - c) Competitor strategies
 - d) Budget allocation
7. A hypothesis is:
- a) A sampling method
 - b) A statement about expected relationships between variables
 - c) A type of secondary data
 - d) A decision alternative
8. Descriptive research is used to:
- a) Discover reasons behind behavior
 - b) Describe characteristics of a market
 - c) Establish cause-and-effect
 - d) Explore vague problems
9. The environmental context of the problem includes:
- a) Hypotheses
 - b) Management action
 - c) Market trends and internal resources
 - d) The final report
10. Secondary data are:
- a) Collected specifically for this study
 - b) Always more accurate
 - c) Collected for another purpose
 - d) Always quantitative

Section B: Short-Answer (5 points each – 15 points)

1. Explain the difference between the management decision problem (MDP) and the marketing research problem (MRP), with an example.
2. Define secondary data and explain two advantages and two limitations of using secondary data in marketing research.

3. Explain the main difference between exploratory and descriptive research. Give one example of each.

Section C: Focus Group Study (10 points)

A company is exploring the opportunity to introduce a new healthy snack brand. Management wants to understand consumers' perceptions, needs, and preferences to evaluate the potential of this idea.

Question 1 (3 points): Explain why a focus group is an appropriate research method for this purpose. What advantages does it offer compared to other research methods?

Question 2 (7 points): Describe the main considerations you would take into account when planning a focus group study to explore this opportunity. Organize your answer using clear headers or subheaders.