



الامتحانات النهائية للفصل
2023-2024 من العام الجامعي

المادة: Marketing Research	المرحلة:
المدة: 1.30 minutes	السنة المنهجية:
الأستاذ: Dr. Hassan Chamas	الاختصاص: Data Science

1. What are the criteria of selecting a research supplier? Explain and elaborate your answer.
2. Explain management decision problem vs marketing research problem.
3. Explain the differences between exploratory and conclusive research.
4. Explain the criteria for evaluating secondary data.
5. Elaborate on the variations in focus groups.