

Université Libanaise

Faculté d'Information



الجامعة اللبنانية

كلية الاعلام

الفرع الاول

الامتحانات النهائية للفصل

من العام الجامعي 2024-2025

الدورة الأولى

Marketing Research : المادة	المرحلة:
المدة: 120 دقيقة	السنة المنهجية: 2024-2025
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Section 1: Matching (20 points)

Match each term in Column A with the correct definition in Column B. Write the letter of the correct answer next to each term.

Column A	Column B
1. Exploratory Research	A . The framework or blueprint for conducting a research study
2. Primary Data	B . Decision-making based on data and systematic analysis rather than intuition
3. Secondary Data	C . Research conducted to gain insights into a problem
4. Survey Bias	D . Data collected firsthand for a specific purpose
5. Focus Group	E . A research technique involving direct viewing of subjects in their natural environment
6. Convenience Sampling	F . Data collected from existing sources for a different purpose
7. Research Design	G . Systematic error introduced into sampling or data collection
8. Observation Method	H . A non-probability sampling method based on availability
9. In-depth Interview	I. A qualitative research technique involving one-on-one interviews to explore detailed insights
10. Information Driven	J . A small group discussion guided by a moderator

E.g.: 6→H

Section 2: Multiple-Choice Questions (20 points)

1. Which of the following is NOT a primary data collection method?
 - A) Surveys
 - B) Focus Groups
 - C) Observation
 - D) Literature Review
2. What type of research design is best for establishing causality?
 - A) Descriptive Research
 - B) Causal Research
 - C) Exploratory Research
 - D) Observational Research
3. What is the main purpose of exploratory research?
 - A) To identify cause-and-effect relationships
 - B) To develop insights and define problems more clearly
 - C) To describe characteristics of a population
 - D) To test hypotheses
4. Which of the following is an example of secondary data?
 - A) Data collected through customer surveys
 - B) Government census reports
 - C) Focus group responses
 - D) Experimental research data
5. Which of the following is a common issue in survey research?
 - A) Experimental Manipulation
 - B) Selection Bias
 - C) Response Bias
 - D) Cluster Sampling
6. Which of the following is a qualitative research method?
 - A) Experiments
 - B) Surveys
 - C) Focus Groups
 - D) Online Panels
7. Which of the following is an advantage of online surveys?
 - A) High response rate
 - B) No risk of survey bias
 - C) Cost-effectiveness and quick data collection
 - D) Guaranteed representative sample
8. What is a major limitation of focus group research?
 - A) It is cheap to conduct
 - B) It provides deep psychological insights
 - C) Results may not be generalizable to a larger population
 - D) It is a quantitative research method
9. What is the primary goal of descriptive research?
 - A) To establish causal relationships
 - B) To describe market characteristics or functions

- C) To manipulate variables in an experimental setting
 - D) To identify underlying motivations
10. Which of the following is a key advantage of using a survey as a data collection method?
- A) It allows researchers to establish cause-and-effect relationships
 - B) It provides rich qualitative insights
 - C) It is relatively cost-effective and can collect data from a large sample
 - D) It is the most appropriate method for in-depth psychological analysis

Section 3: Short-Answer Questions (20 points)

Answer the following questions in 2-3 sentences each. Each question is worth 5 points.

1. How does an in-depth interview differ from a focus group discussion in terms of data collection?
2. Briefly explain the difference between qualitative and quantitative research.
3. What are the key steps in the research process?
4. What are some common types of survey administration methods, and how do they differ?

Section 5: Essay Question (20 points)

Write a well-structured response (minimum 250 words) to the following question:

Discuss the role of focus groups in marketing research. Explain their advantages, limitations, and best practices for conducting an effective focus group.

Section 6: Mini-Case Study (20 points)

Read the following case study and answer the questions that follow.

Case Study:

A company is launching a new line of organic skincare products and wants to understand consumer preferences before finalizing its marketing strategy. They conduct an online survey and collect demographic data, purchasing habits, and attitudes toward organic skincare.

Questions:

1. Describe the research method and type that is being used?
2. What are potential sources of errors in this study?
3. If the researchers change data collection from online to in person, what are the advantages and disadvantages for this change?
4. Suggest one alternative research method and explain why it might be useful.