



المادة: Marketing Research

المدة: 2 hrs

الدورة: first

المرحلة: إجازة

السنة المنهجية: الثالثة

الاستاذ: د. حسين نصار

Section I. Multiple Choice Question (1.5 points each):

1. In the marketing research framework, which step follows the "Development of an Approach to the Problem"?
 - a) Fieldwork
 - b) Research Design Formulation
 - c) Data Preparation ✓
 - d) Report Preparation
2. A "Management Decision Problem" focuses on _____, while a "Marketing Research Problem" focuses on _____.
 - a) Symptoms; Underlying causes
 - b) Action; Information ✓
 - c) Data; Strategy
 - d) Costs; Benefits
3. Which type of research design is most suitable when the primary objective is to provide insights into and an understanding of the problem front?
 - a) Causal Research
 - b) Descriptive Research
 - c) Exploratory Research ✓
 - d) Longitudinal Research
4. A focus group typically consists of how many participants?
 - a) 1-3
 - b) 8-12 ✓
 - c) 25-40
 - d) 50+
5. Which of these is an example of a "Projective Technique"?

- a) Likert Scale
 - b) Sentence Completion ✓
 - c) Telephone Interview
 - d) Multiple Choice Question
6. If a researcher wants to show a cause-and-effect relationship between "TikTok Ad Frequency" and "Brand Awareness," they should use:
- a) Cross-sectional Design
 - b) Case Studies
 - c) Experimental Research ✓
 - d) Secondary Data Analysis
7. Which sampling technique leads to a sample which is representative of the population?
- a) Non-probabilistic sampling
 - b) Probabilistic sampling
 - c) Convenience sampling ✓
 - d) Judgmental sampling
8. Which sampling technique involves dividing the population into groups and then drawing a random sample from each group?
- a) Convenience Sampling
 - b) Quota Sampling
 - c) Stratified Sampling
 - d) Snowball Sampling
9. The main disadvantage of "Secondary Data" is:
- a) It is too expensive
 - b) It takes too long to collect
 - c) It may not be completely current or relevant to the specific problem ✓
 - d) It requires a large field team
10. Which of the following is an example of "Primary Data" collection?
- a) Analyzing the Lebanese government's latest census on household pet ownership.
 - b) Reading a published industry report on the growth of the global pet food market.
 - c) Conducting original depth interviews with customers of "Pets of Lebanon." ✓
 - d) Reviewing internal sales receipts from the previous fiscal year.

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Section II. (Direct Questions)

Answer the following two questions:

2) Describe the qualifications of a focus group moderator. (10 points)

3) What are the projective techniques in qualitative research design? List two examples and explain how they are used. (15 points)

4) Define secondary data. (5 points)

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Section III. (Small Case Studies)

Read the following small cases and answer the questions that follow

Case 1:

Your business, Pets of Lebanon, is considering launching a premium monthly subscription box for cats, but you are unsure if the Lebanese market is ready for a high-end price point during the current economic climate.

- 5) Define the Management Decision Problem (MDP). (5 pts)
- 6) Define the Marketing Research Problem (MRP). (5 pts)
- 7) Develop a Research Questions (RQs) and one Hypothesis (H1) for this study. (10 pts)

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Case 2:

A startup finished developing an app for "On-Demand Dog Walking." They need to know if users will trust the app, but they have a very small budget with less than two weeks to gather data.

- 8) (15 points) Would you recommend a **Focus Group** or an **Online Survey** for this specific situation? Justify your answer based on the **cost, time, relevance to the objective, generalizability of results and the depth of data** needed.

Section IV. Questionnaire Design

Scenario: You are a consultant for a known pet store in Lebanon. They want to understand the public's perception and attitude toward pet ownership to improve their marketing strategies.

Tasks:

- 9) **Step 1: Deconstruct the Concept (5 pts):** Break down the core concept "Attitude toward owning a pet" into distinct sub-dimensions.
- 10) **Design the Survey (15 pts):** Create a 10-question survey following these constraints:
 - a. **Maximum 2 Demographic questions.**
 - b. **At least 3 different types of scales** (e.g., Likert, Semantic Differential, Dichotomous).
 - c. **Total exactly 10 questions.**
 - d. **Ensure the questions align with the dimensions you identified in Step 1.**

90 → 100
→ 40

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