



ALLAMA IQBAL OPEN UNIVERSITY  
Semester Terminal Exam Autumn 2020

Program /level:	BS/Graduation	Maximum Marks	100
Title /Course Code	<b>Marketing Research Methods (8510)</b>	Pass marks	50

**Instructions for Exams:**

1. Attempt All Questions.
2. Write answers in your own words and avoid copying from an internet source or any book.
3. Be precise, avoid unnecessary details, answer to each question must be between 600-800 words.
4. Students are advised to upload their answer sheets/solutions on LMS portal as soon as they complete their answers and not to wait for 8:30 PM.
5. Submissions after due date & time will not be entertained. Attach undertaking with each course code which were allowed to attempt in Urdu.
6. If plagiarism found, Student may be declared fail.

Q. No.	Questions	Marks
1	A research process involves series of integrated steps that a manager follow to identify, locate, assess and analyze the information to explore issues or answer research questions. Which step you find most critical and why? Explain with examples.	33
2	Sampling is a process used in statistical analysis in which a predetermined number of respondents or observations are taken from a larger population. However, a representative sampling is required during the data collection process. What are the key characteristics of representative sampling and how a researcher ensures sample representativeness in this regard?	33
3	Secondary data is cost-effective than primary data, as it makes use of already existing sources, unlike primary research where data is collected first hand by organizations or businesses or they can employ a third party to collect data on their behalf. However, secondary data has various limitations and the business manager needs to understand the limitations of secondary data. Enlist and explain the issues pertaining to secondary data. In what kind of research situations, secondary data is recommended?	34