



Försättsblad Prov Original

Kurskod	Provkod	Tentamensdatum
F Ö 1 2 5 G	2 0 0 0	2 0 1 9 - 0 1 - 0 9
Kursnamn	Företagsekonomi GR (C), Marknadsundersökningar	
Provnamn	Tentamen	
Ort	Sundsvall	
Termin		
Ämne		



Mittuniversitetet

MID SWEDEN UNIVERSITY

Department of Business, Economics and Law

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Exam

COURSE: Business Research, 7,5 Credits

DATE: 2019-01-09

TIME: 5 hours

Instructions

- Please read the questions carefully before answering. Remember that all concepts and characters that you use must be explained and described.
- You must write clearly and comprehensible, or you may lose points.
- Dictionary is allowed.
- The exam can give a maximum of 60 points.
- To pass (E) requires at least 30 points.
- All questions must be answered in English
- The exam consists of six questions.

Good luck!

Ulrika Sjödin



1. The whole marketing research process is described in chapter one.
 - a. Describe shortly all stages of the marketing research process. (3 p.).
 - b. Explain which step Malhotra et al. claim is the most important step, and discuss why it is so (you may give an example to illustrate your answer) (7 p.).



2. The European Society for Opinion and Marketing Research (ESOMAR) has pointed out two key reasons for undertaking marketing research.
 - a. The distinction between the two key reasons for conducting marketing research serves as a basis for classifying marketing research into two distinct "areas" of business research. Define and describe these two areas shortly (5 p).
 - b. Explain also briefly the **purpose** of a written **marketing brief**. (5 p).



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3. The concepts "validity" and "reliability" are important in **quantitative** research method.
 - a. Describe and explain these concepts (5 p).
 - b. Describe and explain in what way these **quantitative** concepts may also be relevant in **qualitative** methods, AND in what ways they may be **problematic** in **qualitative** methods (5p).



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4. Chapter eight discusses sampling techniques.
 - a. Define and describe shortly the four non-probability sampling techniques (5 p.).
 - b. Describe the differences between non-probability sampling and probability sampling (5 p).



5. Qualitative methods are different than quantitative methods and uses also mostly different language.
 - a. Describe shortly in generally the rationales for using **qualitative** research. (5 p.)
 - b. In chapter six – which deals with social media – the authors explain that they use the term “**participants**” instead of “**respondents**” to describe the researched individuals. Discuss why they have chosen to do so and explain what it has got to do with social media (5 p.).



6. In Business Research **projective techniques** are often used in qualitative research.
 - a. Describe and explain shortly the four projective techniques.
 - b. Explain why these methods are used especially in a business context and in what way they may be problematic in a research context.