12 Lecture - MGT301

Important Subjective

1. What is the purpose of defining the research problem in the marketing research process?

Answer: Defining the research problem helps to clarify the research objectives and ensure that the research is focused on addressing specific business needs.

- 2. What are the two main types of data used in marketing research?
 - Answer: The two main types of data used in marketing research are primary data and secondary data.
- 3. What is the purpose of a research design in the marketing research process?

 Answer: A research design helps to ensure that the research objectives are met by outlining the methodology and procedures to be used in data collection and analysis.
- 4. What is the difference between quantitative and qualitative research methods?

 Answer: Quantitative research methods involve the collection and analysis of numerical data, while qualitative research methods involve the collection and analysis of non-numerical data.
- 5. What is a sampling error in marketing research?

Answer: A sampling error occurs when the sample used in the research is not representative of the target population, resulting in inaccurate data and potentially biased results.

6. What is the purpose of data analysis in the marketing research process?

Answer: Data analysis is used to identify patterns and relationships in the data, providing insights that can be used to inform business decisions and marketing strategies.

7. What are the advantages of using online surveys in marketing research?

Answer: Online surveys are often low cost, can reach a large audience, and allow for easy data collection and analysis.

8. What is the role of a marketing research report?

Answer: A marketing research report presents the findings of the research, providing insights and recommendations that can be used to inform business decisions and marketing strategies.

9. What is the importance of ethical considerations in marketing research?

Answer: Ethical considerations help ensure that research participants are treated with respect and that the data collected is accurate and reliable.

10. How can businesses use the results of marketing research to inform their marketing strategies?

Answer: Businesses can use the results of marketing research to identify target markets, understand consumer behavior, assess demand, evaluate competitors, and develop effective marketing strategies.