

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.