

13 Lecture - MGT301

Important Subjective

- 1. What is the difference between exploratory research and descriptive research?**
Answer: Exploratory research is conducted to gain preliminary insights and understanding of the research problem, while descriptive research is used to describe and measure the characteristics of a population or phenomenon.
- 2. What are the advantages of using secondary data in marketing research?**
Answer: The advantages of using secondary data in marketing research include its availability, cost-effectiveness, and ease of access.
- 3. What are some common data collection methods used in marketing research?**
Answer: Common data collection methods used in marketing research include surveys, focus groups, interviews, and observation.
- 4. How can businesses ensure that their research is conducted ethically?**
Answer: Businesses can ensure that their research is conducted ethically by obtaining informed consent from participants, protecting their privacy and confidentiality, and avoiding deception or manipulation.
- 5. What is the purpose of a research hypothesis?**
Answer: The purpose of a research hypothesis is to guide the research design and provide a framework for interpreting the data collected.
- 6. What are some factors that businesses should consider when selecting a sampling method?**
Answer: Factors that businesses should consider when selecting a sampling method include the size of the population, the level of accuracy required, and the resources available.
- 7. What is the role of a research analyst in the marketing research process?**
Answer: The role of a research analyst is to analyze the data collected and identify patterns and relationships in the data.
- 8. How can businesses ensure that their research findings are valid and reliable?**
Answer: Businesses can ensure that their research findings are valid and reliable by using appropriate research methods, sampling techniques, and data analysis procedures.
- 9. What are some limitations of marketing research?**
Answer: Some limitations of marketing research include sampling errors, respondent bias, and the inability to measure certain phenomena.
- 10. What are some potential applications of marketing research for businesses?**
Answer: Some potential applications of marketing research for businesses include identifying customer needs and preferences, evaluating the effectiveness of marketing campaigns, and assessing the competition.