

Exam: Marketing research 2

Part 01: 07pts

1. What are the steps of any marketing research? **3pts**

-Determination of the problem **0.5pt**

-Methods of data collection **0.5pt**

-Sampling method **0.5pt**

-Data analysis **0.5pt**

-Data collection **0.5pt**

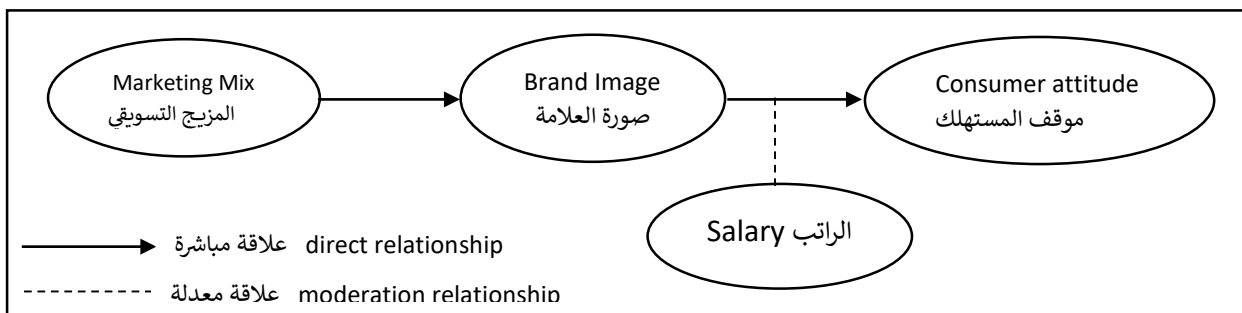
-Preparation of the report **0.5pt**

2. Complete the table: **04pts**

Type of the research	Method	Tool used in this method
Qualitative research	Projection 0.5pt	1-Sentences to complete 2-Expression methods 3-Construction methods 4-Association methods
	Interview	1-Focus group 0.5pt 2-Deep interview 0.5pt
Quantitative research 0.5pt	Survey	1-Questionnaire 0.5pt 2- Adhoc study 0.5pt 3- Omnibus 0.5pt 4- Panel 0.5pt

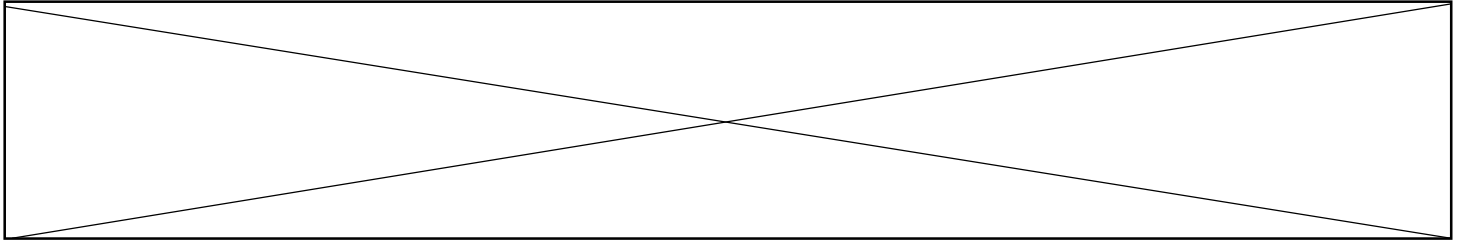
Part 02: 07pts

SOUMMAM company wants to study its brand image among Algerian consumers. To do this, the marketing manager developed a specific research model.



1. Formulate the research problem. **1.5pts**

What is the impact of the marketing mix on the brand image of the Soumam company 0.5pt, and consequently on consumer attitude? 01pt



-What are the characteristics you must respect in the formulation of this problem? **1.5pts**

1- **Precision 0.5pt**

2- **Clarity 0.5pt**

3- **Globality 0.5pt**

1. Determine the type of the 04 variables: **02pts**

-Marketing mix is: **an independent variable 0.5pt**

-Brand image is: **a dependent variable 0.5pt**

-Brand image (between marketing mix and consumer attitude) is: **a mediator variable 0.5pt**

-Salary (between brand image and consumer attitude) is: **a moderator variable 0.5pt**

2. Formulate the hypotheses. **02pts**

1- **The marketing mix positively impacts the brand image of Soummam company. 0.5pt**

2- **The brand image positively impacts the consumer attitude 0.5pt**

3- **The marketing mix positively impacts consumer attitude through the brand image. 0.5pt**

4- **The consumer salary moderates the relationship between brand image and consumer attitude 0.5pt**

Part 03: 04pts

Determine the sampling method for each situation:

1. A student is conducting a research about healthcare services, he divides the patients according to the age.

Stratified sampling (Random sampling) 01pt

2. To conduct a survey on the new finance law, the journalist asks for the opinions of people on the street.

Convenience sampling (Non random sampling) 01pt

3. To test the effectiveness of a new shampoo, a sample of models have the same chance of being chosen.

Simple sampling (Random sampling) 01pt

4. To study a country's population, 100 individuals are randomly selected from larger states, and 50 from the smaller ones. **Cluster sampling (Random sampling) 01pt**

02pt for using English