THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES
BMSHONS IN MARKETING MANAGEMENT
MMU5405-MARKETING RESEARCH
CONTINUOUS ASSESSMENT TEST – 2024/2025
DURATION – TWO (02) HOURS

*DATE: 23rd August 2025* *Total Marks:100* *TIME: 9.30 A.M. – 11.30 A.M*

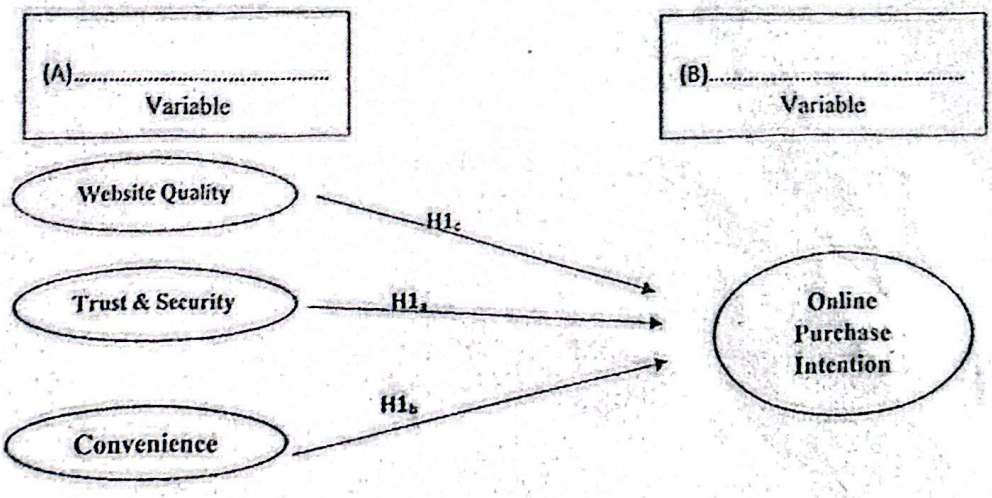
- Answer any four (4) questions of your choice.
- All questions carry equal marks.
- Start each answer on a new page.
- Each question should start on a new page.

**Q01: Discuss the six steps in the Marketing Research Process. In your answer, explain how each step contributes to making effective marketing decisions. (25 Marks)**

**Q02:**

**(a) Discuss the importance of a literature review in academic research. How does it contribute to the development and success of a research study? (15 Marks)**

**(b) Based on the conceptual framework below, answer the following questions.**




I. Identify the independent variables and dependent variable in the above diagram. (4 Marks)

II. Based on the conceptual framework, formulate the hypothesis. (6 Marks)

**(25 Marks)**



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**Q03:** Discuss the role of marketing research in ensuring the successful launch of a new business, using suitable examples to illustrate your answer.

**(25 Marks)**

**Q04:**

(a) What is the difference between the Management Research Problem and the Marketing Research Problem? **(09 Marks)**

(b) Discuss the four types of scales of measurement with suitable examples.

**(16 Marks)**

**(25 Marks)**

**Q05:** Select five sampling methods used in marketing research and briefly explain each.

**(25 Marks)**

**(Total 100 Marks)**

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