THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES
BMSHONS IN MARKETING MANAGEMENT
MMU5405-MARKETING RESEARCH
ACADEMIC YEAR – 2024/2025
FINAL EXAMINATION
DURATION – THREE (03) HOURS

DATE:22.11.2025 **Total Marks: 100** **TIME: 1.30 P.M. – 04.30 P.M**

- Attempt all questions in Section A and any three (03) questions from Section B.
- All questions carry equal marks.
- Each question should be started on a new page.

Section A- Compulsory

Q01: Read the following Abstract and answer the questions given below.

FACTORS AFFECTING YOUNG CUSTOMERS' SMARTPHONE PURCHASE INTENTION DURING COVID-19 PANDEMIC

Purchase intention has become a critical issue to the marketers of smartphones as the market has become very competitive, volatile, uncertain and dynamic during Covid-19 than ever before. This study has investigated the effects of product features, brand image, product price, and social influences on young customers' purchase intention of smartphone during this Covid-19 pandemic time. Survey was conducted using structured questionnaire by collecting data from 305 respondents by using convenience sampling technique. Statistical Package for the Social Sciences (SPSS) integrated with AMOS was employed for data analysis. Cronbach's alpha, composite reliability and average variance extracted (AVE) were used to test the reliability and validity of the collected data while hypotheses were tested by using Structural equation modeling (SEM). The findings of the study shows that, there is a significant effect of product features, brand image, and product price on purchase intention of a smartphone but social influences has no significant impact on young customers' purchase intention. The study results will help the smartphone marketers to redesign their pandemic and post pandemic segmenting, targeting, differentiation and positioning strategies.

Rakib, M. R. H. K., Pramanik, S. A. K., Al Amran, M., Islam, M. N., & Sarker, M. O. F. (2022). Factors affecting young customers' smartphone purchase intention during COVID-19 pandemic. Heliyon, 8(9), e10537. https://doi.org/10.1016/j.heliyon.2022.e10537.

a. From the given study, identify the dependent variable and the independent variables.

(05 Marks)

b. Develop a conceptual framework illustrating the relationships between the identified independent and dependent variables (05 Marks)

c. Develop four (04) hypotheses that describe the relationships between the identified independent and dependent variables. (08 Marks)

d. What sampling techniques and sample size were employed in this research? (02 Marks)

e. Briefly discuss the key findings of this research and provide your own critical opinion. (05 Marks)

(25 Marks)

Section B

Select and Answer 3 Questions from Section B

Q02:

(a). Select three **(03) sampling methods** commonly used in marketing research and briefly explain each. (09 Marks)

(b). Discuss the **four types of scales of measurement** with suitable examples. (16 Marks)

(25 Marks)

Q03:

(a). Explain the difference between quantitative and qualitative research. (09 Marks)

(b). List and explain four **qualitative data analysis methods**. (16 Marks)

(25 Marks)

Q04: Discuss the steps involved in the **Marketing Research Process**. In your answer, explain how each step contributes to making effective marketing decisions. **(25 Marks)**

Q05: Write brief notes on the following topics. Each question carries five (05) marks.

(a). Anthro- Marketing

(b). Research Ethics

(c). Neuromarketing

(d). Exploratory Research

(e). Inductive vs Deductive Method **(25 Marks)**

(Total 100 Marks)

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