

MKTG470 Exam #1 — What's on the Exam?*

Exam Format: Essay, Medium Answer, Short Answer

Topics that will "potentially" be tested:

1. Essay concerning consumer research that you would suggest collecting (secondary and primary) if you were considering opening a type of business (I will specify the business on the exam). You will act as the Research Director/Business Manager.
2. Four (4) medium answer questions in which I describe a research problem and you suggest an EXPLORATORY/QUALITATIVE research approach for that problem. You will defend your choice as providing the information needed for the budget you are spending (e.g., if you choose an expensive method, you must defend the need for it).
3. Short answer questions: e.g., define/describe a number of course-related terms (e.g., sample unit, cluster sampling).
4. Know the basics of measurement (e.g., nominal versus ordinal versus interval versus ratio measures). Review 'Measurement Simplified' PP handouts in the Course Packet.
5. Sampling topics for test:
 - Sampling terms – e.g., population (universe), sample, sampling frame, element, parameter, statistic, sampling frame.
 - You should know the difference between probability and non-probability samples.
 - You should know different types of non-probability samples (e.g., convenience sampling, judgment (purposive) sampling, quota sampling) as well as the probability sample types discussed in class. You will need to identify a number of specific sampling procedures described in the exam.
 - Sample size calculations – at least 2 problems
6. Other "mystery" questions may be added as well so be prepared! All material covered in class and in assigned readings is fair game.

* NOTE: These are "hints" and may be revised: i.e., questions may NOT be exactly as described above.