



In academic  
affiliation with



GULF COLLEGE – MUSCAT – SULTANATE OF OMAN

UNDERGRADUATE BUSINESS PROGRAMME

ACADEMIC YEAR: 2016 – 2017

FIRST SEMESTER

FRONT COVER

ASSIGNMENT/CASE STUDY

Module Title: MARKETING RESEARCH AND INFORMATION	
Module Code: MKTG 60209	
Method of Assessment: Assignment	
Weighting: 100%	Module Credits: 15
Level: 6	Semester/Teaching block: 1
Morning / Evening Session : Both	Examiner: Dr. Benjamin O. Alo
Additional Information (if any): <i>Ethical standards and practices should be taken into consideration when writing your research.</i>	

INFORMATION

concepts and principles in Marketing Research and Information. The submission will be well organised and contain all relevant data. It will show evidence of appropriate investigation including research from a range of academic literature and other secondary sources of information. Detailed answers will be given to each of the questions with appendices where appropriate. There will be an evidence of wider reading through appropriate supporting references.

**This assignment will assess the following learning outcomes:**

1. Demonstrate knowledge and understanding of the marketing research process.
2. Analyse and critically apply marketing research principles to marketing research problems.
3. Develop a comprehensive and detailed marketing research plan.
4. Critically evaluate the likely outcomes and quality of your detailed marketing research plan.

**Assignment:**

The objective of the assignment is for you to demonstrate knowledge and understanding of the marketing research principles, processes and its application. You are required to develop a comprehensive marketing research. Topics covered will be drawn from:

1. Scope and definition of research;
2. Research design;
3. Data collection methods;
4. The research process includes identifying research needs, planning, organising and reporting research; and
5. Data analysis and interpretation.

Identify an organisation in Oman and prepare a marketing research focusing on one area of the marketing mix such as product, price, promotion, and place. Formulate your title and present it to your teacher for approval before you start your research. The title should not be the same as that of another student as this assignment will be done individually.

<http://www.staffs.ac.uk/schools/business/bsadmin/staff/s3/jamr.htm>

- Copy another students' work and submit it for assessment under your own name.
- Allow another student to copy *your* work and they then submit it for assessment under *their* name

This last item is of particular importance; few students seem to understand what it means. If, for example, you allow another student to borrow *your* work and they subsequently copy some of that work and present it as their own, you and they will *both* be punished even though someone else copied your work.

### The risks of working with other students

Some assessment tasks are explicitly designed for group work, and it will be made clear that a group answer is expected from you. All other tasks are intended as an assessment of your *individual* comprehension and performance, and group answers are not permitted. In individually assessed forms of assessment your work must be different from that of every other student. Plagiarism can occur in assignments and any examination where the questions are issued to students in advance. In both cases it is possible for you to ask other people about how best to answer the questions or complete the necessary tasks.

You should be aware that *different modules* and subjects may have *different* requirements. In some subjects, answers to questions may, for example, require every student on a module to employ or refer to the same diagram(s), concepts and the like in order to construct an acceptable answer. You should note, however, that even in these circumstances your explanations of what the diagrams mean, and any other writing referring to any common diagrams and concepts should all be *in your own words*. Moreover, the situation may be very different on other modules, where the submission of work that has a very similar structure, or the use of very similar materials such as concepts, diagrams, quotations and the like, to that of another student, may lead to you being accused of plagiarism.

The picture is complicated and, unfortunately, it is not possible to give advice that is directly relevant to *every* module you study. If you are unsure about how to avoid plagiarism in any specific module, then rather than hoping and guessing, you should ask for guidance from the member of staff who delivers that module.

Our overall advice is straightforward; by all means discuss how best to answer questions or complete tasks with your colleagues, but when it comes to actually writing your answers - **DO IT ALONE!**

### What happens if you get caught?

Examination Boards may punish offending students in any manner that they deem fit. Typical punishments Boards may choose range from reducing grades, making students re-sit modules, through to failing students on a module or an entire award. The University regards this form of cheating as a serious offence. Full details of the range of likely punishments can be found on the University's web-site under the heading *'Procedures for dealing with suspected cases of academic dishonesty'*.

**Please consider yourself warned!**

### Marking Criteria

Module Title: Marketing Research and Information  
Module Code: MKTG 60209

Student Name: \_\_\_\_\_ ID No. \_\_\_\_\_

S.N.	Item	Description	Weight (%)
1	Introduction	Background to the problem Statement of the problem	15
2	Methodology	a. Type of research design b. Scope and delimitation c. Data collection method d. Data collection procedures e. Scaling techniques f. Questionnaire development g. Sampling techniques	35
3	Data Analysis and Interpretation	Organisation and data presentation Analysis and interpretation of each data	30
4	Findings and Recommendations	Findings and Recommendations based on the results and the objectives of the study.	10
5	Appendices	Copies of questionnaire, interview schedule, interview guide, interviewer instructions, etc.	10
		Total	100

Your assignment should be submitted by the due date. The only circumstance in which assignments can be submitted late is if an extenuating circumstances form is submitted at the same time. In these circumstances work may be submitted up to 5 days only. If the extenuating circumstances are upheld, the assignment will be graded; otherwise a '0' will be awarded.

#### Guidelines to Students:

##### Style and Format

Write down the exact number of words at the end of your essay. You may include diagrams, figures, appendices etc. without word penalty. A sliding scale of penalties for excess length will be imposed. The first page must be designed as a **cover page** name, student ID and batch. **Computer format** is compulsory. Make sure you use a consistent format for your essay (font, font size, margins etc.).

##### Referencing Style for the Assessment

In the text of your assignment if you quote directly from an article, journal or book this should appear in quotation marks ("..."). The source should then be acknowledged by