



## **Puu-28.4050 Marketing Wood Products**

Exam on January 22 - 23, 2009

### **General instructions**

The exam consists of three essays, in which you are asked to analyze the marketing research project conducted during the course. You may answer in English or Finnish. Pay attention to the flow of the text: write full sentences and organize your text logically into paragraphs. Please note that there is more space for writing than just the text box visible initially.

It is suggested that you write your essay answers first in a text editor (e.g. Notepad, Word) and then just copy the final versions into this form.

The grading of your essays will be based on

- how thoroughly you have answered the questions
- how well you have been able to combine the theory presented in the course books and the lectures to the practical part of the marketing research.

Please note that when sending the answers has been successful, you will get a notification that they have been sent.

If you are using Internet from outside of the TKK campus area, you need to log in to the library's Nelli portal first to be able to access Ebrary and the course books.

### **Essay questions**

(6 points/essay, max 18 points)

#### **Essay 1.**

Evaluate the choice of the sample in the marketing research project conducted during this course. Discuss at least the following issues:

- target population
- sampling method
- sample size.

Choose two other non-random sampling methods and discuss, what their strengths and weaknesses would have been compared to the sampling method used.

#### **Essay 2.**

Discuss, how effective the topic guide used in the research was. Pay special attention to the issue of how well it reflected the research objectives. In addition, discuss what are the most common pitfalls in questionnaire design and how successfully these were avoided in this case.

**Essay 3.**

When analyzing the data from the previously conducted interviews, the five groups prepared analyses based on the categorization of the variables. Browse through the analysis results (in the folder "Results from interview analysis") and discuss, how they could be utilized in the further development of wood products with an effect on human well-being. In addition, develop a short plan for the next step in further research. In your plan, state the following issues and give reasons for your choice:

- research objectives
- research methodology
- sampling method
- data collection method.

**Feedback**

The virtual exam is still quite a new arrangement in our laboratory. That is why we are very interested to hear your opinion about the arrangement. Use a couple of minutes to answer the questions below asking you to evaluate the virtual exam.

**How well did this exam correspond to the contents of the course (workshop lectures, marketing research project, literature)?**

- 1 Not at all
- 2
- 3
- 4
- 5 Very well

**When compared to a traditional exam, did you find completing this virtual exam...**

- 1 Much easier
- 2
- 3
- 4
- 5 Much more difficult

**Were the guidelines on how to attend and complete the virtual exam...**

- 1 Not clear at all
- 2
- 3
- 4
- 5 Very clear

**Did you find the user interface (käyttöliittymä) of the exam...**

- 1 Very difficult to use
- 2
- 3
- 4
- 5 Very easy to use

**Do you have any suggestions how the virtual exam could be improved? You can comment on any aspect: the content, technical issues, user interface...**

**Finally... please estimate how long it took from you to complete this test:**

- less than 2 hours
- 2 - 4 hours
- 4 - 6 hours
- more than 6 hours

When you have completed the exam and checked your answers, press the button labeled "Proceed" below and your answers will be submitted.