

# **Assignment Details and Grading Rubric**

## **Assignment Title: Develop a Questionnaire**

Marketing researchers must become highly skilled at developing survey questions used in the construction of a data collection form. In Part I of this Assessment you will demonstrate your ability to create a viable research study questionnaire using the knowledge you attain from Chapters 12 and 13 in your textbook. Be sure to conduct additional research to learn best practices used in marketing research questionnaire development.

Remember, it's essential that you consider the ethics behind every question you develop. Always consider the validity of your questions before making them ready for data collection.

## **Directions for completing this Assignment**

- Read the example Case study and questionnaire called "[School of Business](#)"
- Develop survey questions based on the case study "[E-Food and the Online Grocery Competition](#)"

### **Part I**

Based on the topic of the case study, formulate a research problem that can be studied in a marketing research project. Design a 10-question market research survey that will help you collect viable data to inform your research study. You must prepare open-ended, closed-ended, and scaled response questions in your survey.

### **Part II**

It is essential for marketing researchers to develop an ability to design appropriate data collection methods following the theoretical and conceptual methods you learned about in Chapters 5-15 in the Basic Marketing Research textbook. In Part II of this Assessment you will demonstrate your ability to design and formulate a data collection methodology that includes a research problem, secondary data, primary data, and a sampling and data collection plan.

For Part II of the Assignment, compose an informative essay (minimum 750 words; minimum 4-5 pages) in which you specifically address the points listed below. Make sure to include separate title and references pages, use standard paragraph structure, double spacing, 12-point Times New Roman font, and follow all other APA formatting and citation guidelines. Incorporate the following in your essay:

- Collect a minimum of two primary and two secondary data resources to improve your understanding of the research problem and topic area.
- Present a short summary of each primary and secondary data resource as an annotated bibliography. To learn how to construct an annotated bibliography for your secondary data resources, [Click Here](#). Be sure to explain why each research resource will be useful in solving the research problem.
- Explain the validity of the survey you developed. Use research to support your explanation.
- Prepare a brief plan on how you will choose the sample, and explain how you will go about collecting the data from the sample in your marketing research study.

## Directions for Submitting Your Assignment

Review the grading Rubric below before beginning this Assignment. For additional help with your writing and APA citation, please visit the Writing Center. Compose your Assignment as a Microsoft Word document and save it with your first name initial and last name (Example: TAlex-MT355 Assignment- Unit6.docx). Submit your Assignment to the Assignment Dropbox by the end of the unit.

MT355 Unit 6 Assignment Grading Rubric		
Content, Focus, Use of Text/Outside Sources (55%)	Possible Points	Earned Points
Demonstrates ability to formulate a research problem.	10	
Demonstrates ability to develop open-ended questions.	4	
Demonstrates ability to develop open-ended questions.	4	
Demonstrates ability to develop scaled response questions.	4	
<b>Subtotal</b>	<b>22</b>	
Analysis and Critical Thinking (35%)		
Analyzes the case study.	4	
Explains the validity for each question.	4	
Flow of answers is logical.	3	
Considers different positions on the issues.	3	
<b>Subtotal</b>	<b>14</b>	
Writing style, grammar, and APA 6 <sup>th</sup> ed. formatting.	4	
<b>Total Gross Assignment Score:</b>	<b>40</b>	
<b>Less: Late Penalty (Per Policy)</b>		
<b>Total</b>		