



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF BUSINESS STUDIES

DIPLOMA IN SALES AND MARKETING

BMK 2203: MARKETING RESEARCH

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **FIVE** questions.
- Answer question **ONE (Compulsory)** and any other **TWO** questions.
- Do not write on the question paper

This paper consists of Three printed pages.

QUESTION 1 (Compulsory)

- a) Explain the following terms as used in marketing research:
- i) Participant observation. (2 marks)
 - ii) Dependent variable (2 marks)
 - iii) Exploratory study (2 marks)
 - iv) Sampling (2 marks)
 - v) Research objective. (2 marks)
- b) Distinguish between a pilot study and a pre-test. Highlight any **FOUR** purposes of pre-testing. (10 marks)
- c) Explain the following statements related to conducting marketing research:
- i) “Correlation is not causation” (5 marks)
 - ii) “A method of collecting data is different from a tool”. (5 marks)

QUESTION 2

- a) Explain the following major types of research designs:
- i) Exploratory study (3 marks)
 - ii) Descriptive study (3 marks)
 - iii) Causal study (4 marks)
- b) i) What is a marketing research proposal? (5 marks)
- ii) Explain the essence of an executive summary as one of the contents of a research proposal. (5 marks)

QUESTION 3

- a) Marketing research system is one of the components of an organization’s marketing information system. The other components are the Internal Records System, the Marketing Intelligence System and marketing decision support system. Briefly describe each of the **FOUR**. (10 marks)
- b) Briefly describe any **FIVE** methods of data collection. (10 marks)

QUESTION 4

Explain the following marketing research terms:

- a) Refining the research question. (5 marks)
- b) Research proposal. (5 marks)
- c) Interpreting research findings. (5 marks)
- d) Simulation study design. (5 marks)

QUESTION 5

- a) Explain controlled and uncontrolled observation as methods of collecting primary marketing data. **(10 marks)**
- b) Describe any **TWO** non-random sampling methods. **(10 marks)**