TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR
MASTER OF BUSINESS ADMINISTRATION

BMK 5202: MARKETING INFORMATION SYSTEMS & RESEARCH

END OF SEMESTER EXAMINATIONS
SERIES: APRIL 2015
TIME: 3 HOURS

INSTRUCTIONS:

− Answer question **ONE (Compulsory)** and any other **THREE** questions
− Do not write on the question paper.
This paper consists of Three printed pages

QUESTION 1 (Case study)

The management of TUM has appointed you as a Marketing Research Consultant. The University Ph.D programme has been experiencing low student enrolment in the last few years and has a matter of a big concern to the top management of the University. You immediate task is to conduct a research in the market. (potential) of this programme and identify its key success factors.

Required:
Describe in details the procedure that you would follow when undertaking the exercise.   **(25 marks)**

QUESTION 2

a) Discuss the **FOUR** main levels of measurement from the lowest to the highest level. Illustrate using examples. **(12 marks)**

b) Explain the **FOUR** main techniques that researchers use to ensure there is validity of data collected. **(13 marks)**

QUESTION 3

a) With appropriate examples distinguish the following sampling techniques indicating when they are most appropriate.
   i)   Simple random technique **(4 marks)**
   ii) Stratified sampling. **(4 marks)**
   iii) Cluster sampling. **(4 marks)**

b) Discuss the **FOUR** main techniques used in ensuring reliability of data collected during a research exercise. **(13 marks)**

QUESTION 4

a) Explain **FOUR** non-sampling errors that occur while carrying out a marketing research. **(12 marks)**

b) With the help of examples, differentiate the following variable as applied in research:
   i)   Independent Vs Dependent **(5 marks)**
   ii) Moderating Vs Extraneous **(5 marks)**
   iii) Intervening Vs Control **(3 marks)**

QUESTION 5

a) Differentiate between descriptive and inferential data analysis as applied in research. **(5 marks)**

b) Illustrate with examples type I and type II errors which can occur during hypothesis testing. **(5 marks)**

c) A post graduate student is conducting research that involves a sample with disabilities. Expound on the main ethical issues to be observed while conducting the research. **(10 marks)**

d) Highlight **FIVE** criteria used in selecting a research problem. **(5 marks)**