



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business and Social Studies

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF BUSINESS ADMINISTRATION
BACHELOR OF COMMERCE

BMK 4401: MARKETING RESEARCH

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

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

This paper consists of Two printed pages

QUESTION 1 (Compulsory)

- a) i) Outline marketing research. **(2 marks)**
- ii) As a Marketing Manager of Kazi Bora Co. Ltd, you are planning to establish a marketing research department in the organization. In your proposal to the management explain the factors you will consider to justify this request. **(10 marks)**
- b) Discuss some of the unethical behaviours that marketing researchers have been accused of. **(10 marks)**
- c) Explain the critical role played by marketing research questions in the achievement of research objectives. **(10 marks)**

QUESTION 2

- a) Discuss the circumstances under which a market researcher may need to use exploratory market research design. **(10 marks)**
- b) Discuss the conditions that should be met by data for effective marketing research. **(10 marks)**

QUESTION 3

- a) Explain the differences between consumer and industrial market researches. **(8 marks)**
- b) As a marketing manager of Taratibu Co. Ltd you are planning to conduct a market research using an external market consultant. In your proposal to the management, justify reason for your choice as opposed to the internal staff. **(12 marks)**

QUESTION 4

- a) Identify the type of questionnaire that is ideal for industrial market research and give reasons to justify your choice. **(10 marks)**
- b) Explain the areas that need to be focused on when conducting international marketing research. **(10 marks)**

QUESTION 5

Write short notes on the following:

- a) Sample frame **(4 marks)**
- b) Unstructured questionnaire **(4 marks)**
- c) Data coding **(4 marks)**
- d) Data set **(4 marks)**