TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

DEPARTMENT OF ACCOUNTING AND FINANCE

BBA & BCOM

Y4S2

Marketing Research: BMK 4401

END OF SEMESTER EXAM

MAY2016 SERIES

Question One

a) Identify and discuss the writing standards that a report should meet if it is to communicate effectively with readers. (10mks)

b)Describe each type of the following questions and give at least one example (12mks)

  i.   Dichotomous
  ii. Multiple
  iii. Likert Scale
  iv. Semantic

c) Differentiate between the following:

i) Stratified random sampling and clustered sampling (4mks)

ii) Descriptive study and predictive study (4mks)

Question Two

a) Draw a hypothetical conceptual framework, in marketing, and include independent variable(s), moderating variable, intervening variable and dependent variable. (8mks).

b) Discuss the key steps in problem formulation (12mks)

Question Three

a) Describe the characteristics of the four Measurement Scales giving example of each.
(12mks)

b) Discuss the steps companies should take to improve the quality of its marketing intelligence (8mks)

Question Four

a) Fair Deal Furniture has been selling furniture to retail customers in the Mombasa County. The company advertises extensively on radio, TV, and the Internet, emphasizing low prices and easy credit terms. The Manager would like to review the relationship between sales and the amount spent on advertising. Below is information on sales and advertising expenses for the last four years.

Year	2010	2011	2012	2013
Advertising Expenses ($ M)	2	1	3	4
Sales Revenue ($ M)	4	3	8	10

i.   Determine the correlation coefficient (10mks)

ii.   Interpret the strength of the correlation coefficient (4mks)

b) Identify internal records and state how each can be used by marketing manager in decision making (6mks).

Question Five

a) Discuss the hierarchy of marketing decision makers (9 mks)

b) Write down a hypothetical researchable topic in marketing, generate at least three objectives and research questions (8mks)

c) What is the importance of a hypothesis in a research (3mks).