



**TECHNICAL UNIVERSITY OF MOMBASA**  
***School of Business***

**DEPARTMENT OF BUSINESS STUDIES**

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

**BMK 4401: MARKETING RESEARCH**

**END OF SEMESTER EXAMINATIONS**

**SERIES: MAY 2016**

**TIME: 2 HOURS**

**Instructions to Candidates**

You should have the following for this examination

- *Answer Booklet*
- *Examination Pass*
- *Student ID*

This paper consists of five questions in TWO sections A & B

Attempt question ONE (Compulsory) and any other TWO questions

This paper consists of TWO printed pages

**Do NOT write on the question paper**

**Mobile phones are NOT allowed in the examination room**

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**QUESTION 1 (Compulsory)**

- a) Over the last five years the customer base for Kifaru Maize Millers has been growing steadily. However, in the last seven months, the management has been receiving complaints from its customers across the country. They have resulted into hiring a marketing graduate to conduct a research in order to deal with the problem.

**Required:**

Briefly explain any **TWO** research design which you would recommend and justify your answer.

**(10 marks)**

- b) Discuss **THREE** non-sampling errors that may occur during a marketing research exercise and ways of eliminating them. **(8 marks)**
- c) Sample size determination is one of the most challenging tasks for a marketing researcher. Discuss **FOUR** factors that influence sample size. **(8 marks)**
- d) Differentiate between inferential and descriptive data analysis. **(4 marks)**

## QUESTION 2

- a) Discuss the following concepts as they are used in evaluating a measuring tool:
- i) Reliability (6 marks)
  - ii) Validity (6 marks)
  - iii) Practicality (4 marks)
- b) Explain the **TWO** common types of errors a researcher can make while testing a questionnaire. (4 marks)

## QUESTION 3

- a) Discuss the following sampling techniques clearly indicating their appropriateness in research:
- i) Simple random sampling (4 marks)
  - ii) Stratified sampling (4 marks)
  - iii) Cluster sampling (4 marks)
- b) Differentiate between dependent, independent and extraneous variables in research. (8 marks)

## QUESTION 4

- a) Discuss the **FOUR** levels of measurements from the lowest to the highest level, showing their application in research. (10 marks)
- b) Discuss the **FOUR** broad categories of observation which are commonly used in research. (10 marks)

## QUESTION 5

- a) Define the following terms as used in marketing research and illustrate with an example:
- i) Population (3 marks)
  - ii) Sample (3 marks)
  - iii) Sample frame (2 marks)
  - iv) Research design. (2 marks)
- b) Briefly discuss the concept of convenience and purposive sampling techniques and highlight their merit and limitations. (10 marks)