



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

BACHELOR OF COMMERCE

BACHELOR OF BUSINESS ADMINISTRATION

BMK 4401 : MARKETING RESEARCH

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: Pick Date Dec 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

This paper consists of two printed paper

Do not write on the question paper.

Mobile phones are not allowed in the examination room.

Question one (compulsory)

- a) As a marketing manager of ABC Company, you are making a proposal to the management for the establishment of a marketing research unit in the department.
Explain the factors you will consider to justify your request. **(10marks)**
- b) Explain the benefits of using external research consultant to conduct a market research for an organization. **(10marks)**
- c) Discuss the ethical research obligations which are expected to be observed by research consultants. **(10marks)**

Question two

- a) Discuss the differences between descriptive research and causal research (10 marks)
- b) Discuss the circumstances where the focused group may be used in data collection. (10 marks)

Question three

- a) Explain the reasons why markets pre-test the questionnaires before using them for data collection. (10marks)
- b) Discuss the disadvantages of observation as a method of data collection (10marks)

Question four

- a) Time is critical in for the success of a research project. Discuss (10marks)
- b) ICT has played a key role in improving the market research. Discuss (10marks)

Question five

- a) Write short notes on each of the following
 - i) Exploratory research (5marks)
 - ii) Convenient sampling (5marks)
 - iii) Cluster sampling (5marks)
 - iv) Stratified sampling (5marks)