



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN SALES AND MARKETING

UNIT CODE: BMK 2203, UNIT NAME: MARKETING RESEARCH

END OF SEMESTER EXAMINATION

SERIES: JULY, 2017

TIME: 2 HOURS

DATE:

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

Do not write on the question paper.

QUESTION ONE (30 MKS) CUMPULSORY

- a) Distinguish between applied research and basic research process (4mks)
- b) Write brief notes on the following terms ; (10MKS)
- i. Consumer research
 - ii. Segmentation research
 - iii. International marketing research
 - iv. Sampling techniques
 - v. Marketing research
- c) Observation is one of the tools and used in marketing research. Explain the THREE classifications of observation (6mks)
- d) Explain the Benefits of Research Planning (10mks)

SECTION B: ATTEMPT ANY TWO QUESTIONS – 40 MARKS

QUESTION TWO (20 MARKS)

- A. As a marketing manager, you have been asked with to carry out a research. Discuss the stages necessary in carrying out the marketing research. (10mks)
- B. Write short notes on the following terms
- i. International marketing (2mks)
 - ii. Data Analysis (4mks)
 - iii. Market Analysis (2mks)

QUESTION THREE (20 MKS)

- A. Describe various methods used in data collection in marketing research (10mks)
- B. Explain an ethical responsibilities that a researcher has to their team members. (10mks)

QUESTION FOUR (20 MKS)

- A. Discuss the steps in Industrial marketing research. (10mks)
- B. Sponsors have a right to several types of confidentiality explain these rights. (10MKS)

QUESTION FIVE (20 MKS)

- A. Explain the importance of international marketing research. (12mks)
- B. For any sample design, deciding upon the appropriate sample size will depend on several factors. Describe any FOUR factors (8MKS)