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TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

UNIVERSITY EXAMINATION FOR THE:

BACHELOR OF BUSINESS ADMINISTRATION

Type program name

BMK 2203: MARKETING RESEARCH

SERIES : AUGUST 2019

TIME:2HOURS

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions.

SECTION A: Question **ONE COMPULSORY** and any **TWO** Questions in **SECTION B.**

SECTION A (Compulsory) 30 marks

Q1. (a) Explain the ethical roles played by the marketing research unit in an organization (**10 marks**)

(b) Analyze five advantages of secondary data in marketing research process (**10 marks**)

(c) Outline the five steps involved in questionnaire building (**10 marks**)

SECTION B Answer any TWO questions

Q2.(a) Explain the draw backs that face internal staff in conducting a marketing research

(10 marks)

(b) Describe the circumstances under which conclusive research may be used **(10 marks)**

Q3. (a) Discuss the factors that need to be consider when preparing to conduct industrial research. **(10 marks)**

(b) Explain how the decision to conduct marketing research is made **(10 marks)**

Q4. (a) Classify five types of research designs and explain each of the designs **(10 marks)**

(b) Marketing research report is the bridge between the researcher and the manager with regard to the research findings. Elaborate the importance of marketing research in the overall marketing process. **(10 marks)**

Q5. a) Explain the challenges international market researchers encounter (10 marks)

b) Sampling techniques can be categorized into probability and non-probability techniques. Identify and explain at least three examples in each category (10 marks)

