



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF BUSINESS

DEPARTMENT OF BUSINESS ADMINISTRATION

**UNIVERSITY EXAMINATION FOR:**

**BACHELOR OF BUSINESS ADMINISTRATION**

**BMK 2203: MARKETING RESEARCH**

**END OF SEMESTER EXAMINATION**

**SERIES: AUGUST 2019**

**TIME: 2 HOURS**

**DATE: AUGUST 2019**

## **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.

**Do not write on the question paper.**

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## **Question ONE**

- a) Discuss the difference between consumer and industrial marketing research (10 marks)
- b) Describe the benefits enjoyed by organization that use consultants for conducting a marketing research (10 marks)
- c) Explain the factors that need to be considered when preparing to conduct consumer research. (10 marks)

## **Question TWO**

- a) Explain the important roles played by marketing research to an organization. (10 marks)
- b) Write short notes on:
  - i) inferential statistics (5 marks)

- ii) Descriptive statistics ( 5 marks)

**Question THREE**

- a) Describe the steps in the research process (14marks)
- b) Categorize the sampling plan into different components (6 marks)

**Question FOUR**

- a) Sampling techniques can be categorized into probability and non-probability techniques. Identify and explain at least three examples in each category (10marks)
- b) Discuss ethical obligations the marketing research consultant owes his clients.  
(10 marks)

**Question FIVE**

Q5. Write short notes on the following:

- (i) Causal research (4 marks)
- (ii) Construct validity (4 marks)
- (iii) Exploratory design (4 marks)
- (iv) Attitude measurements (4 marks)
- (v) Quota sampling (4 marks)