



TECHNICAL UNIVERSITY OF MOMBASA

School of Business

Department of Business Administration

UNIVERSITY EXAMINATION FOR THE:

DIPLOMA IN SALES & MARKETING

BMK 2203: MARKETING RESEARCH

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: APRIL 2025

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

QUESTION ONE

- a) Write short notes on the following terms as used in marketing research
- i. Marketing problem
 - ii. Marketing information system
 - iii. Sampling
 - iv. Marketing objectives
 - v. Research design **(10Marks)**
- b) Distinguish between applied research and basic research **(10Marks)**
- c) As the research is designed or planned several ethical considerations must be considered. Discuss five of these ethical considerations in marketing research. **(10marks)**

SECTION B Answer any TWO questions

QUESTION TWO

- a) Describe the significance of research report. **(10Marks)**
- b)
 - i. Define the term administration error as used in marketing research **(2marks)**
 - ii. Explain the four types of errors in (i) above. **(8marks)**

QUESTION THREE

- a) Data collection is a crucial step in marketing research. Discuss the instruments used in this steps. **(10Marks)**
- b) Justify the five importance of research plan **(10Marks)**

QUESTION FOUR

- a) Explain the components of marketing information system **(10marks)**
- b) Outline the guidelines used when defining the population in sampling process. **(10Marks)**

QUESTION FIVE

- a) Explain the methods used in collecting primary data **(10Marks)**
- b) Rights to privacy, is one of the guidelines in ethical treatment of participants. Outline the five ways to protect the respondent's confidentiality. **(10 marks)**