



TECHNICAL UNIVERSITY OF MOMBASA

School of Business

Department of Business Administration

UNIVERSITY EXAMINATION FOR:
BACHELOR OF BUSINESS ADMINISTRATION
BACHELOR OF COMMERCE
BMK 4401: MARKETING RESEARCH
END OF SEMESTER EXAMINATION

SERIES: APRIL 2025

TIME: 3HOURS

DATE: 7 May 2025

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.

Question ONE

- a) Discuss the concept of sampling plan. (12 marks)
- b) Describe the characteristics of the four types of open-end questions giving example of each. (12 marks)
- c) Explain the importance of marketing research for businesses. (6 marks)

Question TWO

- a) Explore the challenges marketing researchers face when using secondary data. (8 marks)
- b) Describe the characteristics of a good questionnaire. (12 marks)

Question THREE

- a) Describe the steps involved in the marketing research process. (10 marks)
- b) Discuss the challenges international marketing researchers face. (10 marks)

Question FOUR

- a) Explain the importance of marketing research in market segmentation. (8 marks)
- b) Discuss the components of descriptive statistics. (12 marks)

Question FIVE

- a) After the collection of primary data, the next phase is data processing. Describe the stages in data process. (8 marks)
- b) Analyze the various research approaches used in marketing research. (12 marks)