



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF BUSINESS

UNIVERSITY EXAMINATION FOR:

BACHELOR OF BUSINESS ADMINISTRATION

BACHELOR OF COMMERCE

BMK :4401 MARKETING RESEARCH.

SPECIAL/SUPPLEMENTARY EXAMINATION

SERIES: JULY 2025

TIME: 2 HOURS

Instructions to Candidates

Answer Question ONE (compulsory) and any other TWO questions

Do not write on the question paper.

Question ONE

- a) Discuss the reasons why marketers conduct a market research before making an entry into a market. (10 marks)
- b) Illustrate the benefits that an organization may draw from conducting competitor's research. (10 marks)
- c) Discuss the dangers of wrong sampling in conducting market research. (10 marks)

Question TWO

- a) Explain the factors that need to be considered when planning for market research. (10 marks)
- b) Analyze the challenges that could be encountered when conducting international market research. (10 marks)

Question THREE

- a) Explain the reasons why time taken is critical when it comes to market research. (10 marks)
- b) Explain the factors that need to be considered before conducting data collection. (10 marks)

Question FOUR

- a) Discuss the benefits of conducting industrial market research. (10 marks)
- b) Analyze the importance of segmentation research. (10 marks)

Question FIVE

- a) Analyze the factors that market researchers need to take into account when designing a research questionnaire. (10 marks)
- b) Discuss the strategies that marketing researchers need to use to increase response rate. (10 marks)