

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF MASTER OF BUSINESS
ADMINISTRATION**

MBAD 874: MARKETING RESEARCH

STREAMS: MBAD

TIME: 3 HOURS

DAY/DATE: TUESDAY 05/10/2021

8.30 A.M – 11.30 A.M.

INSTRUCTIONS:

- **Answer question ONE and any other FOUR questions.**
- **Do not write anything on the question paper.**

Marketing Research provides, analyses and interprets information for manufacturers on how consumers view their products and services and on how they can better meet consumer needs. The ultimate goal is to please the consumer in order to get, or keep, the consumer's business. The purpose of marketing research is to provide information that will assist marketing managers in recognizing and reacting to marketing opportunities and problems. Using this overview of Marketing Research, undertake the specific tasks provided below:

QUESTION 1

- (a) Demonstrate how the "early" decisions are made with a simultaneous consideration of the "later" decisions and there is a constant reconsideration of earlier decisions in light of the later decisions. (6 marks)
- (b) Clarify what it involves to use observations as a method of data collection and the three minimum conditions that must be met before observation can be used in applied marketing research. (8 marks)
- (c) Explain what a research design is and the main objective of a research design. (6 marks)

QUESTION 2

- (i) Test marketing represents a partial type of field experiment that is often conducted in conjunction with the development of a new consumer product. Test marketing involves the duplication of the planned national marketing program for a product in one or more limited geographical areas. Distinguish between the different types of test markets available to a researchers. (7 marks)
- (ii) Expound on the importance of determining the appropriate target population when research is being conducted. (3 marks)

QUESTION 3

Experimentation is oriented towards establishing and measuring causal relationships among the variables under consideration. Experiments are uniquely equipped to demonstrate causal relationships because they allow for elimination or control of other potential causal factors (extraneous variables). Distinguish between the types of errors that affect experimental results. (10 marks)

QUESTION 4

- (a) Expound on the wide variety of factors entering into the determination of a problem that make the identifying of a population one of the most difficult tasks in a marketing research project. (3 marks)
- (b) Provide the basis under which you would replace the human observers with some form of mechanical observers. (7 marks)

QUESTION 5

- (a) Test marketing represent a partial type of field experiment that is often conducted in conjunction with the development of a new consumer product. Test marketing involves the duplication of the planned national marketing program for a product in one or more limited geographical areas. Distinguish between the different types of test markets available to a researcher. (6 marks)
- (b) The best research methodology in the world will be useless to managers if they cannot understand the research report. Provide a recommendation on how to provide the most effective research report. (4 marks)

QUESTION 6

- (a) Identify the major advances made in marketing research methodology from 1910 to date. (5 marks)
- (b) Expound on what it involves to undertake data analysis and the reasons as to why it is important that the data analysis be consistent with the objectives of the research project. (5 marks)
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