

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE

BCOM 421: MARKETING RESEARCH

STREAMS: BCOM

TIME: 2 HOURS

DAY/DATE: THURSDAY 23/09/2021

8.30 A.M – 10.30 A.M.

INSTRUCTIONS:

Answer question ONE and any other TWO questions.

Do not write anything on the question paper.

Q1. Marketing Research is the function which links the consumer and public to the marketer through information – information used to identify and define marketing opportunities and problems, generate, refine and evaluate marketing actions, monitor marketing performance and improve understanding of marketing as a process. With this understanding of what marketing research is, you are required to undertake the following tasks:

(a) Determine the criteria a research manager can use in determining a good problem and problem statement. (6 marks)

(b) Identify the methods a researcher can use to determine a sample size. (8 marks)

(c) Clarify the meaning of physiological measures and the type of physiological measures available to a researcher. (10 marks)

(d) Although secondary data is assembled quickly and often at a low cost, sometimes, it does not satisfy the research objectives. Identify the weakness of secondary data. (6 marks)

Q2. As the leader of your company's research section, support your members as follows:

(a) Provide a brief explanation of the different ways a researcher can apply in collecting primary data. (10 marks)

(b) Expound on the meaning of a simulated test market (STM) and the steps involved in setting up a STM. (10 marks)

Q3. Address members of the Marketing Society of Kenya (Chuka Branch) on the following:

(a) Distinguish the interrelated steps involved in research problem definition. (8 marks)

(b) Distinguish between the different criteria a researcher can use in the selection of contact method. (12 marks)

Q4. As an expert working in a marketing research firm, assist a client allocated to you as follow:

(a) Differentiate between a management problem and a research problem. (4 marks)

(b) Provide a highlight on behavioural data research and the main focus of this type of research. (5 marks)

(c) Differentiate the qualitative techniques used by researchers to understand consumer experience. (11 marks)
