

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE**

**BCOM 421: MARKETING RESEARCH**

**STREAMS: BCOM (ODEL)**

**TIME: 2 HOURS**

**DAY/DATE: WEDNESDAY 06/10/2021**

**11.30 A.M – 1.30 P.M.**

**INSTRUCTIONS:**

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

Q1. In general, problems in marketing are related to choosing the right products and the appropriate level of price and promotion and selecting and maintaining the right distribution channels to reach the appropriate 'market segments. Marketing research is a means of obtaining information to be used in making marketing choices. Based on this understanding of marketing research, undertake the following:

(a) Explain why establishing the need for research information is a critical and difficult phase of the research process. (5 marks)

(b) Clarify what is involved 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) Provide the basis under which you would replace the human observers with some form of mechanical observers. (10 marks)

(d) Assist a teacher differentiate between different types of interviews on the basis of their degree of structure and directness. (7 marks)

Q2. The Management of Mugwe Coffee Grower Ltd require you to clarify the following regarding marketing research:

- (a) Provide the process and advantages of undertaking a test market. (8 marks)
- (b) (i) Advise your management the circumstances under which you would recommend closed-end questions against open ended questions.
- (ii) Distinguish the approaches of open ended interviews available to the researcher. (12

marks)

Q3. As a marketing research specialist at Kairini Bee Keepers Association, support the management by undertaking the following tasks:

- (a) Distinguish between the types of errors that affect experimental results. (15 marks)
- (b) Provide a recommendation on how to provide the most effective research report. (5 marks)

Q4. Use your recently acquired skills in marketing research to undertake the following:

- (a) Provide a highlight on what it involves to undertake Controlled-Store Test and Minimarket Tests in a field experiment and the advantages and disadvantages of undertaking a Standard Test Market. (14 marks)
- (b) 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)

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