

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE

BCOM 421: MARKETING RESEARCH

STREAMS:

TIME: 2 HOURS

DAY/DATE: TUESDAY 23/03/2021

2.30 P.M – 4.30 P.M

INSTRUCTIONS:

Answer question one and any other two questions

Do not write on the question paper

1. Marketing research involves the gathering and analysis of information about the moving of goods or services from producers to consumers. The results of marketing research will supply facts needed to make marketing decisions and will determine the extent and location of the market for a product or service. Bearing this status of marketing research in mind, you are required to undertake the following tasks:

(a) Distinguish between the different forms of surveys based on their communication method. [10 marks]

(b) A questionnaire is a formulated set of questions presented to respondents for eliciting information. State the Dos and Don'ts to observe while constructing a questionnaire. [10 marks]

(c) Identify the methods and considerations that can be used in determining a sample size. [5 marks]

(d) Expound on the main purpose of undertaking experimental research and the reasons as to why researchers have more confidence in experimental results. [5 marks]

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

- (a) Demonstrate how the stage in the decision making process will determine the kind of research undertaken. [10 marks]
- (b) Discuss the advantages and disadvantages of online interviews. [10 marks]
3. Address members of the marketing society of Kenya (Chuka Branch) on the following:
- (a) Justify why you as a researcher may have to settle on a sample despite the possibility of undertaking a complete census. [8 marks]
- (b) Distinguish between (i) a probability and non probability sample and (ii) the different types of non-probability samples. [12 marks]
4. Your supervisor requires you to use your recently acquired knowledge in marketing research to undertake the following:
- (a) Distinguish between the different types of closed ended questions. [11 marks]
- (b) Clarify the meaning of survey research and the classification of surveys based on their degree of structure and directness. [9 marks]
-