

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

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

**BCOM 421: MARKETING RESEARCH**

**STREAMS: BCOM Y4S1**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 04/12/2018**

**2.30 P.M. – 4.30 P.M.**

**INSTRUCTIONS:**

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

Q1. Offer support to your research team by undertaking the following:

- (a) Distinguish between functions of marketing research in a company. (12 marks)
- (b) Justify why you as a researcher may have to settle on a sample despite the possibility of undertaking a complete census. (8 marks)
- (c) (i) Differentiate between closed ended and open ended questionnaires.  
(ii) Under what circumstances would you recommend an open ended questionnaire? (10 marks)

Q2. Use your expertise in marketing research to assist a client as follows:

- (a) Differentiate the observation methods used in marketing research. (9 marks)
- (b) Expound on
- (i) The reasons why qualitative measures are used in marketing research
- (ii) The qualitative techniques used by researchers to understand customer experience. (11 marks)

Q3. Your marketing manager requires your input on the following:

(a) Offer guidance on the criteria to be used in determining the type of survey method appropriate for gathering primary data. (12 marks)

(b) Expound on the key trade response dimensions that a Standard Test Market is the only test market method that is able to capture. (8 marks)

Q4. Address members of the Marketing Society of Kenya (Chuka branch) on

(i) the main purpose of undertaking experimental research and

(ii) the errors that can affect an experimental research project. (20 marks)

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