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: TUESDAY 03/12/2019   **2.30 PM – 4.30 PM**

INSTRUCTIONS:

- **Answer Question One and any other Two questions**
- **Do not write anything on the question paper**

1. Use your recently acquired skills in Marketing Research (MR) to undertake the following:

    (a) Observations are rarely employed as the only method for data collection. Demonstrate your understanding of this statement.   [4 marks]

    (b) Describe the main classifications of secondary data and (ii) advice on the main problems associated with secondary data.   [8 marks]

    (c) Distinguish between the different methods a researcher engaged in a research project can use to collect primary data.   [10 marks]

    (d) Distinguish between natural and contrived observations and justify why researchers adopt contrived observations.   [8 marks]

2. Your Team Leader requires your input on the following:

    (a) Justify why a marketing researcher has to ensure there is always careful problem formulation for all research projects the company undertakes.   [11 marks]

    (b) Assist the company design an experimental research for their newly developed product by providing a detailed recommendation of the sequential steps to be followed in a test market.   [9 marks]

3.   You are called upon by the management of Ndagani Packers Ltd to assist as follows:

(a)   Justify the circumstances under which observation research is more favorable than other possible forms of research.   [8 marks]

(b)   Differentiate between the mechanical devices the client can use in undertaking a marketing research project.   [8 marks]

(c)   Explain why laboratory experiments are weak in generalizability/predictive validity as compared to field experiments.   [4 marks]

4.   Use your expertise in MR to undertake the following:

(a)   Offer advice to upcoming marketing researchers on the major decision areas involved in questionnaire construction.   [6 marks]

(b)   Clarify what research problem definition entails and the interrelated steps involved in problem definition.   [8 marks]

(c)   Specify the guidelines in the general criteria used to select the standard test market areas.   [6 marks]