

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF COMMERCE

BCOM 420: MARKETING RESEARCH

STREAMS:

TIME: 2 HOURS

DAY/DATE: MONDAY 4/12/2017

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. Use your knowledge in marketing research (MR) to undertake the following:
 - (a) Assists your team members to have a clear understanding of the meaning of a problem and the interrelated steps involved in problem definition. [10marks]
 - (b) Enlighten your management on the available physiological measures that are used in gathering research information (data). [8marks]
 - (c) Clarify the meaning of survey research and the classification of surveys based on their degree of structure and directness. [8marks]
 - (d) Explain why laboratory experiments are weak in generalizability /predictive validity as compared to field experiments. [4marks]
2. As the team leader in your research firm, assist your client as follows:
 - (a) Provide detailed guidance on the sequential steps involved in a sampling process. [12marks]
 - (b) Offer guidance on the mechanical devices the client can use in undertaking a marketing research project. [8marks]
3. (a) The Chuka University Enterprise Unit require your input on the following:

(i) Distinguish between (i) a probability sample and (ii) different types of non probability samples. [12marks]

(b) Differentiate between (i) Independent and dependent variables and (ii) treatment and control groups in experimental research. [8marks]

4. Chuka young traders association requires your assistance as follows:

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

(b) Discuss the advantages and disadvantages of online interviews. [10marks]
