
CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

SECOND YEAR POSTGRADUATE EXAMINATION FOR THE AWARD OF MASTERS
DEGREE IN BUSINESS ADMINISTRATION

MBAD 874: MARKETING RESEARCH

STREAMS: MBA Y2S1

TIME: 3 HOURS

DAY/DATE: WEDNESDAY 5/12/2018

2.30 P.M - 5.30 P.M.

INSTRUCTIONS:

- Answer Question ONE and any other FOUR Questions.
- Do not write anything on the question paper

1. You are called upon to induct new trainees in your organization by undertaking the following:
 - (a) Appraise the trainees on the importance of a careful problem formulation. [7 Marks]
 - (b) Distinguish between the sequential steps in a sampling process. [7 Marks]
 - (c) Enlighten the trainees on the ethical issues they may encounter involving misleading presentation of research findings. [6 Marks]
2. Your team is at the sampling stage of a research project and require your support as follows:
 - (a) Differentiate between a probability and non-probability sample. [4 Marks]
 - (b) Expound on the non-probability sampling methods available for marketers. [6 Marks]
3. Your Marketing Manger requires your input on the following:
 - (a) Meaning and importance of marketing research in an organization. [7 Marks]
 - (b) The criteria for a good problem and problem statement. [3 Marks]

MBAD 874

4. Address delegates at a marketing research conference on (i) meaning of experimental research and (ii) the types of errors that affect experimental research results. [10 Marks]

 5. You are called upon to assist in preparing for a research project by clarifying the following:
 - (a) Meaning of a questionnaire and the preliminary decisions involved in construction of a questionnaire. [5 Marks]
 - (b) Meaning of physiological measures and available physiological measures. [6 Marks]

 6. Use your expertise in marketing research to support a client as follows:
 - (a) Clarify the limitations of secondary data the client has to take note of. [5 Marks]
 - (b) Distinguish the decisions to be made in designing a marketing research plan. [5 Marks]
-