



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

SECOND YEAR FIRST SEMESTER EXAMINATION FOR

MASTER OF BUSINESS ADMINISTRATION

BBA 843: MARKETING RESEARCH

DATE: 19/8/2021

TIME: 9.00-12.00 PM

INSTRUCTIONS:

ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS

USE OF SUITABLE REAL PRACTICAL EXAMPLES IS ENCOURAGED

QUESTION ONE (30 MARKS)

HPZ chain of eateries in Kenya recorded encouraging performances in terms of customer base, market share, profitability for the first five years of its existence. However, from the sixth year the outlets have experienced declining and poor performances. You have been outsourced by the firm to aid in finding answers to this state of affairs through carrying out an informing marketing research. With reference to the task;

- a) State a possible marketing research topic/title for the marketing research. (2 marks)
- b) Briefly discuss some of the background information necessary for informing the direction of this research. (2 marks)
- c) State the problem statement appropriate for this research. (2 marks)
- d) Formulate four appropriate marketing research objectives. (4 marks)
- e) Describe the target population for this study. (2 marks)
- f) Briefly explain the appropriate sampling technique and target respondents for purposes of this research. (3 marks)
- g) Briefly explain the nature and type of data appropriate for this study. (3 marks)
- h) State the possible sources of the sought data (2 marks)
- i) What methods will you employ to aid data collection (2 marks)

- j) Describe how the data/information collected will be analyzed (2 marks)
- k) Upon completion of such a research provide an outline (structure) on how your written report will be presented (6 marks)

QUESTION TWO (20 MARKS)

Use four points and suitable case scenarios to discuss the below types of marketing research.

- a) Problem identification marketing research (10 marks)
- b) Problem solving marketing research. (10 marks)

QUESTION THREE (20 MARKS)

- a) The American Marketing Association (AMA) redefined Marketing Research as: “The function which links the consumer, the customer, and public to the marketer through INFORMATION”. Using suitable examples and four points, discuss the significance and implications of “information” in the marketing research process. (8 marks)
- b) Using suitable examples, discuss the following levels of measurement and circumstances when each could be used in a marketing research project.
- i. Nominal scale (3 marks)
 - ii. Ordinal scale (3 marks)
 - iii. Interval scale (3 marks)
 - iv. Ratio scale (3 marks)

QUESTION FOUR (20 MARKS)

- a) Using suitable examples, discuss the difference between primary and secondary data in a marketing research project. Why would a marketing researcher be interested in both of these data types. (8 marks)
- b) Upon completion of a marketing research project, provide an outline on how the research output (written report) should be presented, briefly discussing each segment of the report. (12 marks)

QUESTION FIVE (20 MARKS)

- a) Using suitable examples, discuss the role of marketing research to;
- i. Customer groups (6 marks)
 - ii. Marketing managers (6 marks)
- b) Discuss four ethical issues the marketing researcher needs to give attention to and observe in the execution of a marketing research project. (8 marks)