



MACHAKOS UNIVERSITY

University Examinations for 2017/2018 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS, ENTREPRENEURSHIP & MANAGEMENT SCIENCE

THIRD YEAR SECOND EXAMINATION FOR

BACHELOR OF BACHELOR OF COMMERCE

BBA 307: MARKETING RESEARCH

DATE: 15/12/2017

TIME: 2:00 – 4:00 PM

INSTRUCTIONS:

Answer Question One and Any Other Two Questions

QUESTION ONE (COMPULSORY) (30 MARKS)

- (a) Most organizations have resolved to undertake marketing research now than before. Discuss why this is so with viable reasons (10 marks)
- (b) Chesaina, a student in marketing approaches you seeking to know why literature review should be conducted in any research. Give her your advice. (10 marks)
- (c) A research proposal has no benefit to the researcher. Instead, it's a waste of time and effort in preparing it. Discuss your case against this statement with five reasons. (10 marks)

QUESTION TWO (20 MARKS)

- (a) Use of Telephone interviews to collect data come with numerous disadvantages. Discuss any five remedies to these disadvantages (10 marks)
- (b) A good sample must possess certain characteristics. Discuss them. (5 marks)
- (c) Write short notes on the following: (i) Census Study (ii) Element. (5 marks)

QUESTION THREE (20 MARKS)

- (a) Briefly discuss any five classifications of research designs. (10 marks)
- (b) Discuss any five reasons as to why samples are used in research. (10 marks)

QUESTION FOUR (20 MARKS)

- (a) “Personal interviews are the best to use when collecting primary data”. Give your case against this statement. (10 marks)
- (b) Discuss any five benefits that a Sponsor draws from Research proposals. (10 marks)

QUESTION FIVE (20 MARKS)

- (a) Discuss the functions of a Hypothesis (10 marks)
- (b) Discuss the reasons as to why organizations use outside research firms for research. (10 marks)