



MACHAKOS UNIVERSITY

University Examinations for 2021/2022 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

THIRD YEAR SECOND SEMESTER EXAMINATION FOR

BACHELOR OF COMMERCE

BBA 307: MARKETING RESEARCH

DATE: 10/12/2021

TIME: 8.30-10.30 AM

INSTRUCTIONS

Answer question **ONE** (*Compulsory*) and **any other two** questions

QUESTION ONE (30 MARKS)

Research is currently the driver of all the sectors in the Economy. It informs all inventions and innovations around the Globe. In Japan, the guiding principle towards research is known as Kaizen, which means continuous improvement. Researchers have formed alliances and collaborations with the aim of conducting meaningful research. It is through research that we are able to invent and also to innovate and improve continuously on all the existing products. However in current world practices, research has been structured, with generic procedures and standards that are generally acceptable worldwide. Usually the researcher will identify a problem which requires research to be carried out. He will then proceed to come up with a research proposal which will clearly explain the research to be carried out, the expected outcomes, and also the timelines of the research work, among others. It also details what other researchers have done in past on similar issues. It will also outline how the research work shall be undertaken.

- a) Briefly discuss three reasons why **marketing research** may be carried out (6 marks)
- b) Discuss four considerations that a marketer will consider when constructing his data collection tools (10 marks)
- c) Explain the term **conceptual framework** and explain its purpose in a research study (8 marks)
- d) Discuss the title and contents of chapter **five** of a research report (4 marks)

QUESTION TWO (20 MARKS)

- a) Using relevant examples to illustrate your answer distinguish between type 1 and type 2 errors in hypothesis testing. (8 marks)
- b) Discuss four sampling methods which may be used in collecting a sample. (12 marks)

QUESTION THREE (20 MARKS)

- a) State and explain any four data presentation methods that will help a market researcher to interpret his data correctly. (10 marks)
- b) Describe any three data collection tool and how they are used (10 marks)

QUESTION FOUR (20 MARKS)

Write short notes on the following

- a) Empirical framework (5 marks)
- b) Validity (5 marks)
- c) Abstract (5 marks)
- d) Research hypothesis (5 marks)

QUESTION FIVE (20 MARKS)

The marketing manager of ABC limited has noticed that despite huge investment in advertising for the company product, and use of various advertising strategies, the sales volume for the company is decreasing by the day. He has approached engaged you to conduct a research to find out reasons for this occurrence.

- a) Formulate three valid hypothesis statements for your research (6 marks)
- b) State explains your preferred research design, explaining reason for choosing it. (4 marks)
- c) Construct the conceptual framework for your study (10 marks)