



MACHAKOS UNIVERSITY

University Examinations for 2018/2019 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: 23/4/2019

TIME: 8:30 – 10:30 AM

INSTRUCTIONS

- i) Answer questions ONE and any other TWO questions. In total answer THREE questions.**
- ii) Question ONE constitutes 30 marks in total while the rest of the questions accounts for 20 marks each.**
- iii) Use of relevant examples and real-life cases is encouraged.**

QUESTION ONE (COMPULSORY) (30 MARKS)

A multi-National Corporation wants to investigate the influence of advertising budget, product packaging and public relations activities on sales performance. You have been hired to help the corporation execute this study. With reference to this attend to the following;

- a) What could be the possible title of this research? (2 marks)
- b) Briefly discuss the possible problem statement. (2 marks)
- c) Formulate research objectives and research questions for this study. (6 marks)
- d) Who will be your possible target population for this study? (2 marks)
- e) What type of data will be appropriate in addressing the objectives of the study? Justify (4 marks)
- f) What data collection methods will be suitable for this study? Justify. (6 marks)
- g) What data analysis techniques will you employ? Justify. (6 marks)

- h) How will you present findings from this study? (2 marks)

QUESTION TWO (20 MARKS)

- a) Discuss the role of marketing research in higher learning institutions in Kenya. (10 marks)
- b) Using good examples, discuss the difference between problem identification research and problem-solving research. (4 marks)
- c) Discuss THREE characteristics of a sound definition of the research problem (6 marks)

QUESTION THREE (20 MARKS)

- a) Using appropriate examples, briefly discuss the marketing research process. (10 marks)
- b) Discuss FIVE ethical issues that may arise in marketing research. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Using appropriate examples briefly discuss the following types of research, highlighting study situations when each is appropriate.
- i) Exploratory research (4 marks)
 - ii) Descriptive research (4 marks)
 - iii) Causal research (4 marks)
- b) Briefly explain, using good examples the considerations that inform the choice of research design. (8 marks)

QUESTION FIVE (20 MARKS)

- a) Using suitable examples, briefly explain the following levels of measurement, citing research situations when each could be appropriate to use.
- i) Nominal (3 marks)
 - ii) Ordinal (3 marks)
 - iii) Interval (3 marks)
 - iv) Ratio (3 marks)
- b) Using good examples identify and briefly explain the structure/format and content of a marketing research report. (8 marks)