



MACHAKOS UNIVERSITY

University Examinations for 2016/2017 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARMENT OF BUSINESS ADMINISTRATION

FOURTH YEAR FIRST SEMESTER EXANMINATION FOR

BACHELOR OF COMMERCE (MARKETING OPTION)

BBA 412: APPLIED MARKETING RESEARCH

DATE: 3/8/2017

TIME: 11:00 – 1:00 PM

INSTRUCTIONS

Attempt Question One and Any Other Two Questions

QUESTION ONE 30 MARKS

- a) Explain the meaning of research and how it relates to marketing (5 marks)
- b) Discuss the main areas where research may be applicable in an organization (5 marks)
- c) Explain the importance of measuring attitudes from a marketing perspective (5 marks)
- d) Explain the meaning of the following terminologies as suggested by the advertising research foundation.
 - i) Media vehicle distribution (2 marks)
 - ii) Media vehicle audience (2 marks)
 - iii) Advertising exposure (2 marks)
 - iv) Sales response (2 marks)
 - v) Advertising perception (2 marks)
- e) Identify areas of ethical dilemmas concerning the relationship between the client and the research agency (5 marks)

QUESTION TWO 20MARKS

- a) Differentiate between the following concepts giving relevant examples
 - i) basic research and applied research (5 marks)
 - ii) simple attitude scaling and category scales (5 marks)
- b) Before a product is introduced to the market, it goes through a series of steps or phases. Justify this statement. (10 marks)

QUESTION THREE 20MARKS

- a) Highlight Five criterion areas which should be considered in marketing research 10 marks
- b) Managers must consider a number of factors before they finally decide to use a particular forecasting method. Discuss Five of these factors. (10 marks)

QUESTION FOUR 20MARKS

- a) Distinguish between bivariate and multivariate statistical analysis (4 marks)
- b) A research manager must have some special qualities if he is to do justice to his assignment. Discuss five of these qualities (10 marks)
- c) There several dimensions that need to be kept in view while selecting an outside agency for conducting marketing. Identify three of these factors. (6 marks)

QUESTION FIVE 20MARKS

- a) Using relevant examples discuss three limitations of marketing research. (6 marks)
- b) Discuss five characteristics of research . (10 marks)
- c) There are several methods to measure the size of the audience for any radio and television programmes. State four of these methods. (4 marks)