



KENYATTA UNIVERSITY

EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE

BBA 307: MARKETING RESEARCH

2ND SEMESTER 2025/2026

TIME: 2 HOURS

INSTRUCTIONS: Answer Question ONE and any other TWO Questions

1. Compulsory (30 Marks)

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

- i. What could be the possible title of this research? (4 marks)
 - ii. Formulate three research objectives. (6 marks)
 - iii. Describe three reasons as to why primary data would be the preferred data collection methods in the above case. (3 marks)
 - iv. Develop a conceptual diagram/figure for the study. (5 marks)
 - v. Why is it important to write a proposal before embarking on researching on this study? (4 marks)
 - vi. Explain TWO data analysis techniques which you will employ to analyze the data? Justify your answer. (4 marks)
 - vii. Explain TWO ethical issues that you could observe n this research. (4 marks)
2. a) Briefly discuss the following types of research designs, highlighting study situations when each is appropriate.
- i. Exploratory research design. (4 marks)
 - ii. Descriptive research design. (4 marks)
 - iii. Causal Research design. (4 marks)
- b) Explain FOUR challenge you as researcher is likely to encounter when carrying out marketing research? (8 marks)
3. a) differentiate between validity and reliability. (4 marks)
- b) While collecting primary data, respondents may be unwilling to respond to a certain question. Outline four reasons why this may be experienced. (4 marks)

- c) Naomi and Bivon Limited, a renowned marketing research service provider wishes to undertake a study amongst Nairobi west residents to establish their satisfaction with the services provided by the Kenya power company Ltd. The research firm has information that the population size of Nairobi west residence is 500, 00. To conduct their study, the firm has settled for a sample size of 31, 000. To conduct their study, the firm has settled for a sample size of 31, 000 residents. Outline FOUR reasons that the firm might have considered to justify this sample size. (4 marks)
- d) Research problem can be said to be an area of concern that requires a meaning full understanding. Clearly discuss FOUR conditions that must be met for marketing research to happen? (8 marks)
4. a) Marketing information system (MIS) and marketing research support the marketing managers decision making process but the two are distinct constructs. Illustrate four distinguishing features between MIS and marketing research. (4 marks)
- b) Explain the key components of a good marketing research proposal. (6 marks)
- c) A researcher seeks to undertake a study titled “evaluating the influence of demographic factors on purchase intentions of fake mobile phones by consumers in Kenya”. Critically explain the importance of literature review to the researcher. (10 marks)