



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017
SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
COMMERCE
BBA 307: MARKETING RESEARCH

DATE: Wednesday, 10th May 2017

TIME: 8.00 a.m. - 10.00 a.m.

INSTRUCTIONS:

ANSWER QUESTION ONE AND OTHER TWO QUESTIONS

1. The head of marketing department of Safaricom Kenya is concerned about the sales performance of its regional sales representative. He is of the opinion that if their training needs are addressed and their pay and working conditions improved, the problem will be addressed.
Required:
 - a) What is the main problem facing the company? (2 Marks)
 - b) Develop three possible objectives and three possible hypotheses for a proposed study. (10 Marks)
 - c) In defining the problem what did you consider as the salient features of a good problem statement in marketing research. (6 Marks)
 - d) Explain the types and role of hypothesis in marketing research studies. (6 Marks)
 - e) Highlight the various challenges that a marketing researcher goes through. (6 Marks)
2.
 - a) "Sample size is irrelevant in any research work". Critically discuss this statement. (10 Marks)
 - b) Outline the role of marketing research in today's customer oriented organization. (10 Marks)
3.
 - a) What is sampling? Explain the various sampling techniques in marketing research. (10 Marks)
 - b) Discuss the role of literature review in marketing research. (10 Marks)
4.
 - a) Explain why we write marketing research proposal before writing the main report. (10 Marks)
 - b) Discuss the advantages and disadvantages of using a questionnaire as an instrument of data collection. (10 Marks)