



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

FIRST SEMESTER EXAMINATION FOR THE DEGREE OF

MASTER OF BUSINESS ADMINISTRATION

BBA 843: MARKETING RESEARCH

DATE: Wednesday, 7th February 2018

TIME: 5.30 p.m. - 8.30 p.m.

INSTRUCTIONS:

ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS

QUESTION ONE

MARKETING AND DISTRIBUTION OF MUSHROOM

Sachin and Virag are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Virag fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by Star Hotel in Bangalore.

Further, the hotel placed orders for supply of 20 kgs every day. Now mushroom industry is run by small entrepreneurs, like Sachin and Virag. Another big player M/s Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market. Sachin and Virag have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food and this has prompted Sachin and Virag to consider undertaking market research to guard them against failure.

From the Case above answer the following questions:

- (i) What benefits would accrue to Sachin and Virag as a result of undertaking Marketing Research? (6 marks)

INVOLVEMENT IN ANY EXAMINATION IRREGULARITY SHALL LEAD TO DISCONTINUATION

- (ii) What strategies would you recommend to Sachin and Virag, to increase the consumer awareness about this new food. (8 marks)
- (iii) What would be your suggestions for distribution channel for mushrooms to be used? (6 marks)
- (iv) Using examples, discuss any four measurement scales that can be used by Sachin and Virag when constructing data collection instruments to use when conducting marketing research. (10 marks)

QUESTION TWO

A retailer of children's clothes wants to learn what customers think of the range of products they offer in its online store. The retailer has decided to carry out a self-completion survey of its adult customers on its mailing list but they are unsure whether the survey should be conducted by post or online.

- (i) Name and discuss any two advantages and two limitations of each approach which the retailer is considering for this research. Illustrate your answer with examples. (8 marks)
- (ii) Discuss the quantitative and qualitative data analysis methods that the retailer would use to analyse data from the survey conducted. (12 marks)

QUESTION THREE

Following a prolonged period of marketing activity in Kenya, Family Healthcare Providers, which is a chain of private health clinics has recently opened a number of clinics in towns the country it had not previously operated in. The organization now wants to know how they are doing and to what extent potential customers are aware of them. Your agency has been awarded the contract to carry out this research. The client wants the survey conducted face-to-face but does not use any form of street intercept for the survey as this is not permitted within some of the towns where they have opened their new clinics.

- (i) Using examples, describe at least three probability sampling techniques which could be used for this survey, outlining the advantages and disadvantages of each of the methods chosen. (8 marks)
- (ii) Discuss any 6 types of ethical issues that the researcher must adhere to when conducting this type of research. (12 marks)

QUESTION FOUR

Stay Home is a major national charity which provides services for elderly people living alone. Cuts in funding have put the charity's future at risk. One possible option which would help Stay Home continue to deliver its services is to merge with The Home Service, another national charity with a similar remit. The Board of Stay Home is ensure if this option would provide the best outcome for the people who use their services and for the care-givers who work for the organization. It has approached a research agency to help the charity gain the insight needed to inform the decision.

- (i) Using examples, discuss the marketing research process that you would follow when undertaking this research. (14 marks)
- (ii) Describe the types of research that the research agency might do in order to gather evidence that will help Stay Home make their decision. Give reasons for the suggestions you make. (6 marks)

QUESTION FIVE

- (i) Using examples, discuss the importance's of undertaking literature review when undertaking marketing research. (8 marks)
- (ii) Distinguish between the following research designs:
 - (a) Exploratory research designs and Explanatory research design.
 - (b) Cross Sectional Research design and Correlational Research Design. (6 marks)
- (iii) Discuss any four contents of a marketing research report. (6 marks)