



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2018/2019

**SECOND SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF
BUSINESS ADMINISTRATION**

BBA 843: MARKETING RESEARCH

DATE: Tuesday 26th March 2019

TIME: 5.30p.m-8.30p.m

INSTRUCTIONS:

Answer question **ONE** and any other **THREE** questions.

QUESTION ONE (30 MARKS)

The field of marketing has experienced unprecedented developments in the century 21st which have continued at no lesser pace in the century. Within the last few decades shifts have been observed in the marketing thought, marketing practice and every direct and indirect issue and function related to marketing. The constant shift in the field has led to many interesting developments including the field of marketing research.

Despite the accessibility and prevalence of research in today's society, many people when asked, share common misperceptions about exactly what research is, how research can be used, what research can tell us, and the limitations of research. For some people, the term "research" conjures up images of scientists in laboratories watching guinea pig and chemicals experiments. When asked what is 'marketing research' people associate it with telemarketer surveys, or people approaching them at the local shopping mall to "just ask you a few questions about your shopping habits."

In reality, these stereotypical examples of research are only a small part of what research comprises. It is therefore not surprising that many students (and managers) are unfamiliar with the various types of research methods, the basics of how research is conducted, what research can be used for, and the limits of using research to answer questions and acquire new knowledge.

Nonetheless, many business owners and managers are becoming aware that market research is an important component of modern business strategy. As a result, they are increasingly hiring market research companies to carry out surveys and collect data and analyze that information to know the needs, size and competitive trends within a marketplace to further understand their market and make informed decisions about future policies and initiatives.

INVOLVEMENT IN ANY EXAMINATION IRREGULARITY SHALL LEAD TO DISCONTINUATION

To cater to this need, a number of research companies that have been incorporated in Kenya over the past few years to conduct research projects on behalf of organisations such as businesses, government bodies and charities. Many of these market research firms in Kenya have their branches and affiliated partners in several other countries. However, market research in Kenya can be a daunting task, especially for foreigners who do not yet have a full grasp of the diversity of the country's economy. As such, it can be challenging to determine the areas your market research team should concentrate on.

Based on your understanding of the case and your knowledge of marketing research:

- a) Outline the 10-step marketing research process. [10 marks]
- b) Discuss the classification (uses) of marketing research in an organization. [10 marks]
- c) Outline the main ethical issues in conducting marketing research [10 marks]

QUESTION TWO

- a) Face-to-face data collection is becoming increasingly rare with the rise of internet and online data collection methods being more and more popular. However, face-to-face provides certain benefits that cannot be achieved by telephone, postal or online methods. Discuss.

[10 marks]

QUESTION THREE

- a) Using a table, list the various sources of primary and secondary data that researchers commonly employ. [10 marks]

QUESTION FOUR

- a) State and explain the components of a marketing information system (MIS) [10 marks]

QUESTION FIVE

- a) What are the four levels/dimensions of measurement scales [10 marks]