MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF COMMERCE

BBA 412: APPLIED MARKETING RESEARCH

DATE: 10/12/2019   **TIME: 2.00-4.00 PM**

INSTRUCTIONS:

Answer Question ONE and any other TWO Questions.

QUESTION ONE (30 MARKS)

Research is a fundamental skill which enables one to tackle emerging challenges in Business. In the area of marketing, research plays a major role especially in making key marketing decisions. Applied marketing research is key in the marketing decision making process. It is through research that a person is able to make informed decisions which are supported by material and relevant facts. A business requires to adopt sound strategies

a)   Customer attitude towards a product determines his buying decision. Discuss three forms of attitudes   (6 marks)

b)   Discuss three ways that a firm may segment its customers   (12 marks)

c)   State and explain **six** items that a researcher may be seeking to establish in a product research   (12 marks)

QUESTION TWO (20 MARKS)

a)   Sales budgets are sometimes used as measuring tools for sales performance. Discuss the parameters considered when preparing a sales budget   (8 marks)

b)   Using the ABC model, explain three components of attitude   (12 marks)

QUESTION THREE (20 MARKS)

a)   A marketer is analyzing the customer's attitude towards a certain product on the basis its colour, shape, relative price and level of satisfaction. Using the Likert scale of attitude measurement, develop a simple questionnaire extract to measure this.   (14 marks)

b)   Discuss three sampling methods that a market researcher may use   (6 marks)

QUESTION FOUR (20 MARKS)

a)   A marketer intent to establish the market potential for a product. Discuss **two** parameters that can be used to measure market potential   (6 marks)

b)   Using relevant illustrations, state and explain three data collection tools which a marketing researcher can use to collect data.   (14 marks)

QUESTION FIVE (20 MARKS)

a)   State and explain **three** methods of product costs analysis   (12 marks)

b)   With the use of relevant examples, discuss any **two** data   analysis   methods   a   market researcher may adopt.   (8 marks)