



MACHAKOS UNIVERSITY

University Examinations for 2020/2021 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: 13/8/2021

TIME: 8.30-10.30 AM

INSTRUCTIONS:

Answer question one and any other two questions.

QUESTION ONE (30 MARKS)

Mapesa Limited is a soft drink manufacturer based in Machakos town, where its customers are spread across the county. It has recently embarked on an expansion plan to expand its market to the counties of Kitui and Makeni. It is therefore planning to conduct an extensive market survey, to establish its market potential in the regions. The study will help the company to understand its customers and segment them accordingly, and also use the information to make important marketing decisions.

- a) It is assumed that buying decisions are usually based on attitude. Explain three components of attitude (12 marks)
- b) Discuss two methods that market potential can be measured (6 marks)
- c) State and explain **six** items that a researcher will be seeking to establish when conducting a product research (12 marks)

QUESTION TWO (20 MARKS)

- a) Buying decisions are a product of customer attitude. Discuss two ways that attitude can be measured (12 marks)
- b) Using relevant illustrations, explain four ways that data may be presented for interpretation in a research study. (8 marks)

QUESTION THREE (20 MARKS)

- a) Ujuzi Consultants is carrying out a survey on its customers attitudes towards a new product they have introduced into the market, in terms of its attractiveness, need satisfying aspect and price 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. Explain reasons which it is important or a firm to establish its market potential. (8 marks)
- b) Using relevant illustrations, state and explain three data collection tools which a marketing researcher can use to collect data. (12 marks)

QUESTION FIVE (20 MARKS)

- a) State and explain **three** methods of data analysis (12 marks)
- b) Discuss the considerations that one will make in generating a sales forecast for a product. (8 marks)