



MACHAKOS UNIVERSITY

University Examinations 2021/2022 Academic Year

SCHOOL OF BUSINESS, ECONOMICS AND HOSPITALITY AND TOURISM

MANAGEMENT

DEPARTMENT OF BUSINESS ADMINISTRATION AND FINANCE

FOURTH YEAR FIRST SEMESTER EXAMINATION FOR

BACHELOR OF SCIENCE (FASHION DESIGN AND MARKETING)

BACHELOR OF COMMERCE

BBA 412: APPLIED MARKETING RESEARCH

DATE: 26/8/2022

TIME: 8.30-10.30 AM

INSTRUCTIONS

Answer question one and any other two questions

QUESTION ONE (30 MARKS)

Marketing is a discipline which requires managers to always make informed decisions so as to be able to maximize on sales of the organizations products. Research is a fundamental too which enables a marketer to collect data, analyze and make conclusions about the population. Research shall enable the marketer to understand consumer attitudes, preferences, complaints and even complements. 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) Briefly discuss the main expectations of a marketer when conducting a market analysis for a product. (8 marks)
- b) A buying decision is a product of a person's attitude. Discuss three components of Attitude. (12 marks)
- c) State and explain **six** items that a researcher may be seeking to establish when conducting a product research (10 marks)

QUESTION TWO (20 MARKS)

- a) Discuss two methods of measuring consumer attitude. (8 marks)
- b) Using relevant examples to illustrate your answer, discuss the ABC model of attitude determination. (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 X. Discuss **two** parameters that can be used to measure market potential. (8 marks)
- b) Using relevant illustrations state and explain three data collection techniques which a marketing researcher can use to collect data. (12 marks)

QUESTION FIVE (20 MARKS)

As a market research consultant, identify an organization of your choice that has been facing challenges on either promotion, distribution, pricing or segmentation and address the following:

- a) Develop a research topic (2 marks)
- b) Based on (i) above, develop three research objectives (6 marks)
- c) Develop a problem statement (4 marks)
- d) Significance of the study (4 marks)
- e) Limitation of the study (4 marks)