KABARAK   **UNIVERSITY**

EXAMINATIONS

2008/2009 ACADEMIC YEAR

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: MKTG 410

COURSE TITLE: MARKETING RESEARCH

STREAM: Y4S1

DAY: MONDAY

TIME: 2.00-4.00 P.M.

DATE: 15/12/2008

INSTRUCTIONS:

Select any two questions from Part A. Answer all questions in part B.

PLEASE TURN OVER

SECTION A

1   a)   The real meaning of Marketing Research is much broader than the process it
         entails. Discuss.   **(15 marks)**

    b)   What are the steps required in a pretest   **(9 marks)**

2. a)   Explain the alternative methods of preparing a sales forecast.   **(8 marks)**

    b)   The statement is often made that no firm should rely solely on market
         potential figures for allocating resources.

         i)   What is your opinion?   **(4 marks)**
         ii) Give examples of other factors that should be considered when making
              resource allocation decisions.   **(8 marks)**

3. a)   Advertising research primarily relates to three critical decisions that have to
         be made to develop an advertising programme, namely

         i)   Setting objectives
         ii) Selecting the message
         iii) Choosing appropriate media vehicles.

         Discuss at least two research techniques for each of the items (use examples as
         appropriate).   **(15 marks)**

    b)   Discuss the steps necessary to show when product research may be needed.
                                                                             (5 marks)

4. What challenges would you anticipate in carrying out Market Research in the
    Internet?   **(5 marks)**

    b)   Pricing Research usually concentrates on customers' sensitivity to pricing.
         Discuss   **(15 marks)**

SECTION B

A city restaurant has conducted a survey among 200 diners of the city. They were
contacted from five posh colonies of the city using systematic random sampling of their
households. The head of the family from the selected household was interviewed with
the following questionnaire:

1.   Name: _____

2.   Address: _____

3. Age: _____

4. Income per month: _____

5. Occupation: _____

6. Education: _____

7. Family Size: _____

8. Vegetarian/Non Vegeterian

9. Frequency of dining out: _____

10. Most frequently visited restaurants:

    i)   _____
    ii)   _____
    iii)   _____
    iv)   _____
    v)   _____

11. Type of food preferred: _____

12. Number of persons usually joining for dining out: _____

13. Average bill amount: _____

14. Reasons for dissatisfaction with current restaurants:
    _____.

15. From where do you come to know about new restaurants?
    _____.

Questions

a) Comment on the research design for this study.   (10 marks)

b) Comment on the questionnaire.   (10 marks)

c) How will you analyse the data collected from this study?   (10 marks)