



UNIVERSITY EXAMINATIONS: 2013/2014
EXAMINATION FOR THE MASTER OF BUSINESS ADMINISTRATION
MKT 510 APPLIED MARKETING RESEARCH (EVENING)

DATE: APRIL, 2014

TIME: 3 HOURS

INSTRUCTIONS: Answer Question One and Any Other Three Questions

QUESTION ONE (31 MARKS)

Masomo Bank based in Nairobi County serves education institutions only ranging from pre-primary, primary, secondary schools and colleges. The education sector is experiencing rapid expansion and the banking sector in the county has been reporting good business in funding this growth. However, Masomo Bank's branches across the county of late have reported declining loan applications from the education institutions. Furthermore the branches report increasing customer complaints related to loan applications.

In view of improving its performance the bank wishes to undertake an appropriate Business Research and has invited bids from competent research firms. Compile a Marketing Research in Business Proposal on behalf of your research firm for this bid. (31 Marks)

QUESTION TWO

- a) Once the sampling plan has been determined, the marketing researcher must decide how the respondents should be contacted. Discuss the various contact methods often used, stating their strengths and weaknesses. (15 Marks)
- b) Discuss why it is necessary for a researcher, before starting field work, needs to take enough time with the client to discuss the intended research. (8 Marks)

QUESTION THREE

- (a) Skimming and share-penetration are two pricing strategies often used in pricing research. Discuss the circumstances under which it is appropriate to use each strategy (13 Marks)
- (b) Discuss the main issues you would consider when undertaking Advertising Research. (10 Marks)

QUESTION FOUR

- a) New product research aims to reduce the uncertainty associated with a new product. Discuss how the process of New Product Research helps a firm to reduce the uncertainty (13 Marks)
- b) Distinguish between an Exploratory Research design and a Descriptive Research design (10 Marks)

QUESTION FIVE

- a) Discuss and illustrate any three advantages of using secondary data in research. (9 Marks)
- b) Discuss the various methods through which primary research data can be collected. (14 Marks)

QUESTION SIX

As a newly employed Marketing and Sales Manager at Detergents World ltd, you notice that in the process of formulating a research for the introduction of a new brand of detergent in Nairobi county, your team is not taking the issue of sampling serious. You have therefore organised an afternoon workshop during which your will explain important issues about sampling. To accomplish this, discuss the following:

- a) Why it is necessary to sample. (4 Marks)
- b) Distinguish between Probability and Non-Probability Sampling (3 Marks)
- c) Discuss any **FOUR** Probability Sampling Methods (16 Marks)