



MERU UNIVERSITY COLLEGE OF SCIENCE & TECHNOLOGY

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University Examinations 2011/2012

THIRD YEAR, SECOND SEMESTER EXAMINATIONS FOR THE DEGREE OF
BACHELOR OF COMMERCE

HCB 2210: MARKETING RESEARCH

DATE: APRIL 2012

TIME: 2 HOURS

INSTRUCTIONS: Answer question *one* and any other *two* questions

QUESTION ONE (30 MARKS)

Safaricom Company has contracted a leading research firm where you are working to conduct a research project to determine the strengths of their products in the market. Your input i.e. required as follows:

- a. To identify the functions of marketing research (5 Marks)
- b. To identify ways of collecting primary research data (5 Marks)
- c. Advise them the conditions that would favour use of observation approach (6 Marks)
- d. To explain the advantages of using focus group approach (6 Marks)
- e. Differentiate between quantitative and quantitative research (8 Marks)

QUESTION TWO (20 MARKS)

Using your recently acquired marketing research skills, explain to the management of a manufacturing firm, the different types of marketing research the firm can undertake for its products (20 Marks)

QUESTION THREE (20 MARKS)

MUCST catering services section has request for your assistance in constructing a questionnaire to gather data from students regarding their services.

- a. Provide an outline of what you should observe while constructing the questionnaire

(10 Marks)

b. Identify five types of questions that you can include in such a questionnaire

(10 Marks)

QUESTION FOUR (20 MARKS)

You have been contracted to undertake a marketing research project by Mwafrika Company Ltd you are required to make a brief presentation to the management concerning the entire process. Curve an outline of the marketing research process that you would present to the management

(20 Marks)

QUESTION FIVE (20 MARKS)

Using your recently acquired marketing research skills, explain to members of a sales team the following terms:

- a. Causal studies (5 Marks)
- b. Marketing intelligence (5 Marks)
- c. Descriptive studies (5 Marks)
- d. Industrial research (5 Marks)