



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2016/2017

FOURTH YEAR FIRST SEMESTER EXAMINATIONS FOR THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION WITH INFORMATION TECHNOLOGY

MAIN CAMPUS

ABA 410: APPLICATION OF MARKETING RESEARCH

Date: 13th December, 2016

Time: 8.30 - 11.30 am

INSTRUCTIONS:

- Answer question ONE and any other TWO questions.
- Question one has 30 marks and all other question carry 20 marks each



QUESTION ONE

- a. Discuss the external sources of information for international marketing research (10 Marks)
- b. Critically examine the pros and cons of marketing research agency (10 Marks)
- c. Prepare a SWOT analysis for promotion of a new product in Maseno market (10 Marks)

QUESTION TWO

- a. Define marketing research and clearly explain its importance in the modern business world (10 Marks)
- b. Discuss the ethical issues which must be observed while conducting a marketing research (10 Marks)

QUESTION THREE

- a. Critically evaluate the factors which affect product pricing decision in the general marketing environment (10 Marks)
- b. Explain the importance of market segmentation in sale of a product (10 Marks)

QUESTION FOUR

- a. Discuss the importance of information technology in marketing research (10 Marks)
- b. Discuss the importance of attitude measurement in marketing research (10 Marks)

QUESTION FIVE

Distinguish between personal interview survey and mail questionnaire survey and clearly outline the merits and demerits of each of the two methods of marketing research (20 Marks)