

KIBABII UNIVERSITY



SPECIAL/SUPPLEMENTARY EXAMINATIONS

2017/2018 ACADEMIC YEAR

FOURTH YEAR SECOND SEMESTER

FOR THE DEGREE OF BACHELOR OF EDUCATION

COURSE CODE: BBM 436

COURSE TITLE: APPLIED MARKETING RESEARCH

DATE: 17/10/18

TIME: 8 -10AM

INSTRUCTIONS TO CANDIDATES

Answer Question ONE (compulsory) and ANY OTHER TWO questions

SECTION A

QUESTION ONE

- a) Discuss the Marketing research process (10marks)
- b) Discuss The difference between market skimming pricing and market penetration pricing (10marks)
- c) Briefly analyse the difference between advertising and sales promotion (10marks)

SECTION B

2 Discuss any FIVE types of research designs Methods

(20marks)

3a) What is product positioning? Describe the steps involved in product positioning and factors that determine a successful product positioning strategy?

(10marks)

b) Briefly explain five methods of promotion (10marks)

4 a) Discuss the personal and cultural factors that affect consumer behavior and how a marketer can use this knowledge to target his customers

(10marks)

b) Describe the various marketing channels a marketer can use to move goods to where the consumer want them giving examples

(10marks)

5a) What stages does a new detergent in the market go through before it is introduced in the market

(10marks)

b) Explain the importance of consumer behavior study using an integrated model of interpersonal and personal determinants of consumer behavior, describe the consumer purchase process. (10marks)