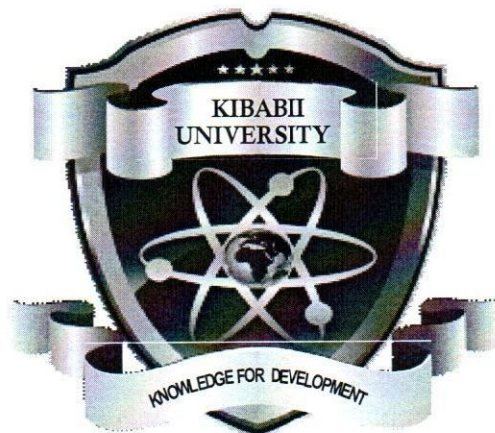


KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

2020/2021 ACADEMIC YEAR

FOURTH YEAR SECOND SEMESTER

MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF EDUCATION (ARTS)

COURSE CODE: BBM 436

COURSE TITLE: APPLIED MARKETNG RESEARCH

DATE: 04/10/2021

TIME: 2.00 – 4.00PM

INSTRUCTIONS TO CANDIDATES

- 1). The paper contains **FIVE** Questions
- 2). Attempt **THREE** Questions
- 3). Question **ONE** is Compulsory

TIME: 2 Hours

KIBU observes **ZERO** tolerance to examination cheating.

QUESTION ONE (30MKS)

Set out the systematic format of a written Marketing research report, giving a brief explanation of each component (20mks)

QUESTION TWO (20MKS)

- a). Distinguish Qualitative research and Quantitative research (10mks)
- b). Discuss the rationale for conducting consumer research (10mks)

QUESTION THREE (20MKS)

Discuss, with examples types of errors encountered in marketing research

QUESTION FOUR (20MKS)

- a). Identify any two problems you are likely to face as a small scale trader (6mks)
- b). Formulate two objectives for each of the problems above (4mks)
- c). identify and justify any two methods of data collection in the above case (10mks)

QUESTION FIVE (20MKS)

- a). Explain reasons for failure of new product development (10mks)
- b). Why is the understanding of the marketing environment important in marketing research? (10mks)