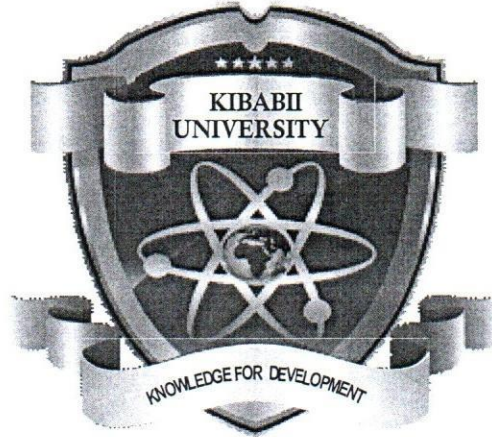


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# KIBABII UNIVERSITY



## UNIVERSITY EXAMINATIONS

**2019/2020 ACADEMIC YEAR  
FOURTH YEAR SECOND SEMESTER  
SPECIAL/SUPPLEMENTARY EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF EDUCATION**

**COURSE CODE:    BBM 436**

**COURSE TITLE: APPLIED MARKETING RESEARCH**

**DATE: 02/02/2021**

**TIME: 8.00AM-10.00AM**

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### INSTRUCTION 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 1: (30 MARKS)

Two Kenyan experts in medical technology have formed an alliance. The goals of this new Kenyan business collaboration are to develop 'integrated diagnostic tests' to use at home incorporating state of the art controls. These devices will be able to monitor a range of ten different conditions such as diabetes, cholesterol, and blood pressure all in the one kit. Initially, the R&D (research and development) focus will be on designing tests. The level of investment required will be high so a global launch will be required. Hence this new company is keen to explore the East & Central African market for such tests and specifically the East African market. They want to find out more about who would buy and use the tests and the kind of tests that are currently available.

### Required:

- a. Discuss your secondary research plan, setting out TWO of research objectives and identifying the type and range of source(s) of information that could be used. (10 marks)
  - b. Identify some of the limitations of secondary research and indicate what you could do to overcome these limitations (10 marks)
  - c. As a marketing research expert the company has hired you to do product testing (Integrated diagnostic tests) kit so that ultimately customers should be able to make informed "go" or "not go" decisions. Explain the steps that you will use to successful product testing. (10 marks)
- Q2 a. Explain the role and contents of a marketing research proposal (10 marks)
- b. i. What is the major difference between qualitative and quantitative research? (5 marks)
  - ii. Why is qualitative research technique mostly used in marketing research? (5 marks)

- Q3 a. Explain FIVE statistical measures of relationship used to interpret the marketing research information collected (10 marks)
- b. Discuss, with the use of examples, five factors to be considered in the design of a market research questionnaire (10 marks)
- Q4 a. As a marketing consultant in XYZ co. ltd. You have been hired to advice on Product Development Processes where your first step is to get idea generation. Give a presentation to the BOD where the new ideas will come from. (10 marks)
- b. Explain in detail the process of marketing research to an organization. (10 marks)
- Q5 a. Discuss the types of market research survey techniques that are used in collection of marketing research information. (10 marks)
- b. What benefits do a marketing-oriented organization derive in carrying out marketing research? (10 marks)