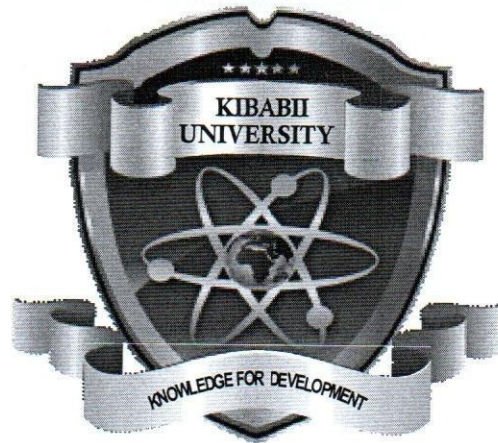


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KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR FOURTH YEAR FIRST SEMESTER MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCM 412

**COURSE TITLE: APPLIED MARKETING
RESEARCH**

DATE: 16/05/2022 TIME: 9.00AM – 11.00AM

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 ONE

A leading Fragrance manufacturer from the UK wants to launch their fragrance range of products in the Kenyan market. They are aware that competition in the Kenyan market is stiff. Their impressive success in other markets is associated with their aggressive market research. They have recruited you as a marketing research consultant to spearhead research activities in Kenya before making a decision to enter the market

Required

- a) Explain five reasons to justify conducting the research before making a decision to launch the fragrances. (10 marks)
- b) State a suitable problem statement that would enable the achievement of the objectives. (5 marks)
- c) State five suitable research objectives that would be suitable for this case (5 marks)
- d) Describe five challenges they would expect to face on entering the market (10 marks)

QUESTION TWO

- a) Marketing research is costly in terms of time and money. In some occasions the reports generated have been viewed as useless for decision making or solving the problem. In view of this statement explain the qualities of a good marketing research. (10 marks)
- b) Consumer research seeks to produce knowledge about consumer behaviour. It is the process of acquisition, consumption and disposition of products, services, time and ideas by decision making units. Discuss the types of knowledge that can be produced in consumer research. (10 marks)

QUESTION THREE

- a) The most straightforward way of finding out about someone's attitudes would be to ask them. However, attitudes are related to self-image and social acceptance. In order to preserve a positive self-image, people's response may be affected by social desirability. They may not well tell about their true attitudes but answer in a way that they feel socially acceptable. Given this problem, various methods of measuring attitudes have been developed. Discuss in detail the categories of attitude measurement (10 marks)
- b) The survey is a method of data collection through which information is elicited directly from people. A research may be either quantitative or qualitative or both. Discuss. (10 marks)

QUESTION FOUR

- a) In the early stages of channel distribution strategy design, executives map out elaborate channel networks only to find out later that no such independent intermediaries exist for the firm's products in selected geographic areas. Even if they do exist, they may not be willing to accept the seller's products. Explain the basic considerations in the initial development of channel distribution strategy. (12 marks)

b) The purpose of developing promotion research serves as a good outline of the role played by marketing research promotion. Discuss (8 marks)

QUESTION FIVE

a) Discuss the factors that directly affect product price research setting decision in the company (10 marks)

b) Product adaptation is a strategy in which a new product is based on customizations or modifications on existing products. These products are sometimes internal products or they can be also competitors product. These products do not depend on innovations and are a mixture of previous products. They are sometimes modified from the existing product and re-launching it. Discuss the factors that make products to adapt well and be successful. (10 marks)