



**UNIVERSITY EXAMINATIONS**

**2020/2021 ACADEMIC YEAR**

**FOURTH YEAR SECOND SEMESTER**

**SUPPLEMENTARY/SPECIAL EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF EDUCATION (ARTS)**

**COURSE CODE: BBM 436**

**COURSE TITLE: APPLIED MARKETNG RESEARCH**

**DATE: 18/01/2022**

**TIME: 2.00 - 4.00PM**

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**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)**

You are a motorcycle rider.

- a). Identify any four problems in this industry (8mks)
- b). Explain the necessity of research on the issues above (6mks)
- c). Identify any three methods of data collection in the above case, justify your answer (6mks)
- d). explain how technology can help you conduct this research (10mks)

**QUESTION TWO (20MKS)**

- a). Projective techniques are techniques that use vague, ambiguous, unstructured stimuli or situations and by giving the situation some structure participants “project” their personality, attitude, opinion, and self-concept. Explain the classification of projective techniques (10mks)
- b). Discuss the emerging trends in marketing research (10mks)

**QUESTION THREE (20MKS)**

“Companies that fail to develop new products are putting themselves at risk. At the same time, new product developments are risky.”

- a). Explain the factors that hinder the progress of new product development.
- b). Product levels indicate the value that consumers attach to a product. The customer will only be satisfied when the specified value is identical or higher than the expected value. Discuss. (10mks)

**QUESTION FOUR (20MKS)**

- a). Advertising can make or break a brand yet many organizations undertake advertising and sales promotion. Explain reasons for this trend (10mks)
- b). The aim of survey research is to study the characteristics of a target population, and understand their attitudes, perceptions, motives, beliefs and, in general, collect their opinions to a phenomenon of interest to the researcher. What are the advantages and disadvantages of surveys (10mks)

**QUESTION FIVE**

**(20MKS)**

- a). Describe the psychological stages that a person go through before making a purchase  
(10mks)
- b). Explain why a researcher would prefer for observational research to other types of research  
(10mks)