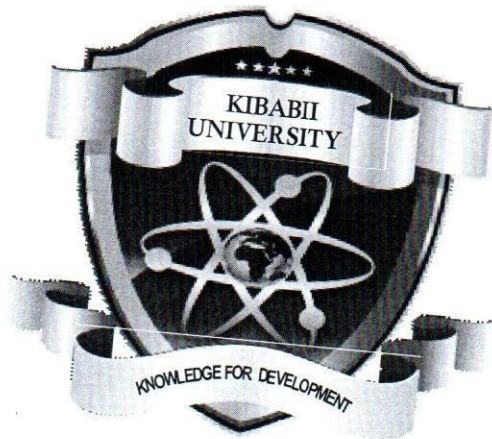


KIBABII UNIVERSITY



**UNIVERSITY EXAMINATIONS
MAIN EXAMINATION**

2021/2022 ACADEMIC YEAR

FOURTH YEAR SECOND SEMESTER

FOR THE BACHELOR DEGREE IN EDUCATION

COURSE CODE: BBM 436

COURSE TITLE: APPLIED MARKETING RESEARCH

DATE: 09/09/2022

TIME: 9.00 – 11.00AM

INSTRUCTIONS TO CANDIDATES

- 1) Answer Question **ONE**(Compulsory) and **ANY OTHER TWO** Questions
- 2) Candidates must hand in their answer booklets to the invigilator while in the examination room
- 3) Credit is given for legibility, clarity and use of relevant examples
- 4) Question **ONE** is **30 marks** while Questions **2-5** carry **20 marks** each
- 5) Clearly write your **Registration Number** on each answer sheet used

TIME: 2 Hours

KIBU observes **ZERO** tolerance to examination cheating

QUESTION ONE

(a) (i) You plan to start a new product line. The new product will put an old product, sold by a different division of your company, out of business. You do not have patent protection for the new product and you have reason to believe that a competitor will introduce a similar product. What should you do? Explain **(6 MARKS)**

(ii) What are some of the situations when you would want to undertake product testing? **(2 MARKS)**

(b)

(i) Make a brief discussion on marketing management control and evaluation. **(4 MARKS)**

(ii) The main objective of marketing planning is to create a marketing plan. Do you agree? Explain **(4 MARKS)**

(c) Make short notes on the following: **(8 MARKS)**

- Sales Forecasting
- Sales Analysis

(d) Explain three steps in designing advertising strategy **(6 MARKS)**

QUESTION TWO

A local authority is under severe financial pressure and is considering selling some of the land it owns to a building company. The building company is offering to pay Kes 60000. You are an Insight Manager for a leading confectionery manufacturer. A new member of the marketing team has prepared a research brief. You feel that the research objectives within the brief are unclear, and you have been asked to provide some feedback for the team member before he amends the brief and sends it to the research agency.

a) Describe the potential problems which can arise at different stages in the research process when research objectives are not clearly defined. Illustrate your answer with examples. **(10 MARKS)**

b) What steps would you expect the research agency to take to ensure that the research objectives set out in the brief fully address your research needs? Give reasons for the steps you expect, and illustrate your answer with examples. **(10 MARKS)**

QUESTION THREE

(a) What are the advantages and disadvantages of advertising specialties as an advertising medium. How does communication theory apply to the selection of an "optimal" specialty for a firm? **(15 MARKS)**

(b) What is the difference between magazine audience and magazine circulation **(5 MARKS)**

QUESTION FOUR

a) Why would a company want to increase its product mix breadth? Discuss
(10 MARKS)

b) Discuss steps in the new product development process
(10 MARKS)

QUESTION FIVE

(i) Discuss two marketing research must-ask questions to implement value – based pricing

(8 MARKS)

(ii) Explain penetration pricing used. How does it differ from price skimming?

(6 MARKS)

(iii) Explain the difference between defining a sampling unit as a consumer and defining a sampling unit as a shopper.

(6 MARKS)