

3177  
2902/306  
MARKETING RESEARCH  
November 2022  
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL  
BUSINESS EDUCATION SINGLE AND GROUP CERTIFICATE  
EXAMINATIONS  
STAGE III

DIPLOMA IN SALES AND MARKETING  
MODULE III

MARKETING RESEARCH

3 hours

**INSTRUCTIONS TO CANDIDATES**

*This paper consists of SEVEN questions.  
Answer FIVE questions in the answer booklet provided.  
All questions carry equal marks.  
Candidates should answer the questions in English.*

**This paper consists of 2 printed pages.**

**Candidates should check the question paper to ascertain that both pages are printed as indicated and that no questions are missing.**

1. (a) Explain **five** reasons that would make it necessary for a firm to carryout a research on pricing. (10 marks)
- (b) Explain **five** reasons why some multinationals spend a lot of resources on research and development. (10 marks)
2. (a) Explain **five** advantages of using simple random sampling in research. (10 marks)
- (b) Outline the importance of formulating hypotheses in a research proposal. (10 marks)
3. (a) Ms Terry, a researcher intends to use observation method to collect data. Outline **five** disadvantages of using this method. (10 marks)
- (b) Explain the importance of data analysis in research. (10 marks)
4. (a) Outline **five** characteristics of a good research report. (10 marks)
- (b) Explain **five** reasons why marketers may carryout research on market segmentation. (10 marks)
5. (a) Outline **five** limitations of marketing research to a firm. (10 marks)
- (b) Explain **five** indicators that there is a problem among a firm's salesforce that may require investigation. (10 marks)
6. (a) Explain **five** types of research designs. (10 marks)
- (b) Explain **five** reasons why reviewing of literature is important in research. (10 marks)
7. (a) Outline **four** types of errors that may occur in data collection stage of the research process. (8 marks)
- (b) Outline **six** guidelines that a researcher should follow when presenting a marketing research report. (12 marks)

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