

1. (a) Explain **six** parts of a marketing research proposal. (12 marks)
(b) Ms Ajuma is a marketing assistant at Alpha Limited. She has been asked to carry out a research on new product development. Explain **four** types of questions that she may include in the research instruments. (8 marks)
2. (a) Describe **six** types of research based on methods used. (12 marks)
(b) Explain **four** factors that should be considered when collecting marketing research data. (8 marks)
3. (a) Explain the importance of reviewing literature when carrying out marketing research. (12 marks)
(b) Explain **four** advantages of using e-mail in collecting marketing research data. (8 marks)
4. (a) Describe **five** sources of secondary data that may be used for marketing research. (10 marks)
(b) Explain **five** characteristics of a research hypothesis. (10 marks)
5. (a) Explain the importance of ethics in marketing research. (8 marks)
(b) Describe **six** components of a research report. (12 marks)
6. (a) Data analysis is a vital stage when carrying out a research. Outline the **six** steps that should be followed when analyzing data. (12 marks)
(b) Interviewing is a common method of data collection when carrying out a research. Explain **four** guidelines that a researcher should follow when collecting data through interviews. (8 marks)
7. (a) Explain the role of marketing research to a firm. (10 marks)
(b) Described **five** ways in which researchers identify marketing research problems. (10 marks)