

Name _____

Index No. _____

2902/306

3177

MARKETING RESEARCH

July 2015

Time: 3 hours

Candidate's Signature _____

Date _____



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**DIPLOMA IN SALES AND MARKETING
MODULE III**

**BUSINESS EDUCATION SINGLE AND GROUP CERTIFICATE EXAMINATIONS
STAGE III**

MARKETING RESEARCH

3 hours

INSTRUCTIONS TO CANDIDATES

Write your name and index number in the spaces provided above.

Sign and write the date of the examination in the spaces provided above.

This paper consists of SEVEN questions.

Answer any FIVE questions in the spaces provided in this question paper.

All questions carry equal marks.

Do NOT remove any pages from this question paper.

Candidates should answer the questions in English.

For Examiner's Use Only

Question	1	2	3	4	5	6	7	TOTAL SCORE
Candidate's Score								

This paper consists of 16 printed pages.

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

1. (a) In preparation of marketing research proposal, literature review is very important. Explain its usefulness to the researcher. (10 marks)
- (b) Explain **five** types of non-probability sampling methods. (10 marks)
2. (a) Majimbo Limited, a marketing research firm, often uses exploratory research design when carrying out its research. Explain the advantages of this design. (10 marks)
- (b) Describe **five** sources of secondary data that may be used by a marketing research student when carrying out a research. (10 marks)
3. (a) Explain **six** characteristics of a good research hypothesis. (12 marks)
- (b) Explain the **four** scales that are commonly used in the interpretation of marketing research variables. (8 marks)
4. (a) Explain **five** qualities of a good marketing research problem. (10 marks)
- (b) Mr Kamunya, a marketing researcher, has finalized a research report ready for presentation. Explain **five** components of his report. (10 marks)
5. (a) Describe the steps that ought to be followed by a marketing researcher when collecting data. (12 marks)
- (b) Karani intends to use simple random sampling method to select a sample for his marketing research. Explain **four** limitations of using this method. (8 marks)
6. (a) Fanaka Limited recently employed a marketing research manager. Explain **six** marketing areas that the manager may research on. (12 marks)
- (b) Explain the importance of marketing research when carrying out marketing segmentation. (8 marks)
7. (a) Explain **six** reasons why organizations find it important to carry out marketing research. (12 marks)
- (b) Mail interviews are increasingly used by marketers when conducting research. Explain **four** reasons for using this method. (8 marks)