

Name _____

Index No. _____

3177

2902/306

MARKETING RESEARCH

November 2015

Time: 3 hours

Candidate's Signature _____

Date _____



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

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) Explain **five** benefits that small businesses derive from carrying out marketing research. (10 marks)
- (b) Describe **five** components of the preliminary pages of a research report. (10 marks)
2. (a) Non sampling errors may occur at every stage of planning and execution of the research. Explain **six** causes of such errors. (12 marks)
- (b) Supertech Consultants Limited specialises in carrying out research using the internet. Explain **four** benefits of using this method. (8 marks)
3. (a) Explain the purpose of literature review when conducting a research. (12 marks)
- (b) Mvuli Limited, a dealer in detergents is in the process of segmenting its market. Explain how marketing research would be helpful in the segmentation process. (8 marks)
4. (a) Mr Matu is a consultant who specialises in marketing research. Explain **six** factors that he considers when selecting a research problem. (12 marks)
- (b) Mr Wekesa is a marketing student and has completed collecting his data. Explain **four** major steps that he will follow when analysing it. (8 marks)
5. (a) Describe **five** areas in sales and marketing on which research can be based. (10 marks)
- (b) Explain **five** types of questions that one may use when collecting information for a research report. (10 marks)
6. (a) Describe **five** qualities of a good research report. (10 marks)
- (b) Ms Katua Ahmed is intending to carry out a research and is required to select a sample. Explain **five** characteristics that the sample should possess for the results to be valid. (10 marks)
7. (a) Ms Mweiya is planning to collect marketing research data using interviews. Explain **five** guidelines that she should follow to get the desired information. (10 marks)
- (b) Mr Oseto is employed as a research assistant. Explain **five** techniques that he may use to locate and define research problems. (10 marks)