

1. (a) Explain **five** reasons why it is important to carry out literature review when writing a research proposal. (10 marks)  
 - Help researcher to limit his knowledge needed  
 - Help researcher to be familiar with previous studies  
 - Help researcher to identify gaps  
 - Help researcher to understand the information  
 - Help researcher to avoid duplication
- (b) Describe **five** steps that are followed when carrying out data analysis. (10 marks)  
 - Determine objectives  
 - Data collection  
 - Data cleaning  
 - Data analysis  
 - Interpretation and report  
 - optimize and report
2. (a) Bahati, a researcher, is in the process of identifying a marketing research problem. Explain **five** methods that he may use to identify the problem. (10 marks)  
 - through observation  
 - through interviews  
 - through focus groups  
 - through surveys  
 - through secondary data
- (b) Explain the role of marketing research in an organisation. (10 marks)  
 - prediction  
 - control  
 - discovery  
 - know know  
 - planning  
 - philosophy
3. (a) Researchers may encounter various problems when collecting data in the field. Highlight **six** such problems. (12 marks)  
 - climate change  
 - hostility  
 - poor infrastructure  
 - language barrier  
 - cultural differences  
 - time constraints  
 - cost constraints
- (b) Elizabeth is intending to use visual aids when presenting her research report. Explain **four** tips that may assist her in preparing effective visuals. (8 marks)  
 - Be credible  
 - use factual expectation  
 - clips smart  
 - to avoid creating conflicts
4. (a) Explain **five** uses of a computer to a marketing research student. (10 marks)  
 - Accurate  
 - high storage  
 - fast  
 - multi-tasking  
 - does not get tired
- (b) Outline **five** strategies that a researcher may adopt in order to reduce errors during sampling. (10 marks)
5. (a) Mary, a research assistant is collecting data through observation. Explain **six** advantages of using this method. (12 marks)  
 - Accurate  
 - Direct  
 - Detailed  
 - Flexible  
 - Inexpensive  
 - Informative
- (b) Explain **four** categories under which data can be analysed to provide descriptive statistics. (8 marks)  
 - Quantitative  
 - Qualitative  
 - Primary  
 - Secondary
6. (a) A firm needs to carry out a market research before segmenting its market. Explain **five** reasons for this action. (10 marks)  
 - To identify market segments  
 - To understand customer needs  
 - To develop marketing strategies  
 - To allocate resources effectively  
 - To improve competitive advantage
- (b) Explain **five** ethical issues that researchers are required to observe when carrying out a research. (10 marks)  
 - Informed consent  
 - Confidentiality  
 - Anonymity  
 - Debriefing  
 - Avoiding harm
7. (a) Highlight **five** areas of a marketing department from which research may be carried out. (10 marks)  
 - Advertising  
 - Sales promotion  
 - Brand management  
 - Marketing strategies  
 - Public relations
- (b) Research questions are required to possess certain characteristics for them to achieve set objectives. Explain **five** such characteristics. (10 marks)  
 - should be simple and clear  
 - easy to understand  
 - should be direct  
 - should be measurable  
 - should be specific

THIS IS THE LAST PRINTED PAGE.