

3177  
2902/306  
MARKETING RESEARCH  
July 2017  
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 any 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 **six** areas that a marketing firm should research on before starting its operations. (12 marks)
- (b) Explain **four** advantages of using a computer to analyse research data. (8 marks)
2. (a) Explain **five** circumstances when a marketing researcher may be required to use a large sample. (10 marks)
- (b) Describe **five** steps followed when analysing marketing research data. (10 marks)
3. (a) Explain **five** reasons why a firm should carry out marketing research before segmenting a market. (10 marks)
- (b) Sura Limited is intending to engage some research assistants to collect marketing research data using interviews. Explain **five** areas that they should be trained on before commencing on the research. (10 marks)
4. (a) Juma is conducting a research on “Features of an attractive market segment”. Explain **five** characteristics that he should highlight on in his findings. (10 marks)
- (b) Explain **five** indicators that a marketing firm is facing challenges that can form a basis for research. (10 marks)
5. (a) Explain **five** reasons why it is necessary to have a work plan when carrying out a marketing research. (10 marks)
- (b) Ms. Kuku, a marketing student, is preparing her research report. Describe **five** parts that may be included in the preliminary pages. (10 marks)
6. (a) Outline **five** characteristics of online research. (10 marks)
- (b) Ms Maina intends to start a business after resigning from her job. Explain **five** reasons why she should carry out market research before venturing into business. (10 marks)
7. (a) Explain **five** ways through which a marketing researcher can reduce non - response rates among respondents. (10 marks)
- (b) Describe **five** types of resources that a marketing researcher should consider before deciding on the design to use when carrying out a research. (10 marks)

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