

3177  
2902/306  
MARKETING RESEARCH  
July 2019  
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) One of the methods that a marketing researcher may use to collect primary data is the experimental method. Explain **five** disadvantages of this method. (10 marks)
- (b) There are <sup>Time costly - Co-operation - bias - cu</sup> certain aspects of a product that may be the basis of a study in a marketing research exercise. Outline **five** such aspects. (10 marks)
2. (a) <sup>U.V.</sup> Describe **five** research question-related activities that a marketing researcher should undertake in a marketing research exercise. (10 marks)
- (b) There are certain factors that should be considered when evaluating the source of secondary data used in marketing research. Explain **five** such factors. (10 marks)
3. (a) <sup>T.S. Re ACC EH</sup> Outline **four** roles of hypothesis in the marketing research process. (8 marks)
- (b) Explain **six** benefits that a marketing researcher may derive from integrating computers in data analysis. (12 marks)
4. (a) Describe **four** types of studies that a researcher may undertake in a marketing research exercise. (8 marks)
- (b) Explain **six** disadvantages of using self-administered surveys in the data collection for a marketing research exercise. (12 marks)
5. (a) Explain **five** factors that a marketing researcher should consider in determining the sample size to use in a marketing research exercise. (10 marks)
- (b) Mapengo Company Limited intends to segment its market. Highlight **five** benefits that the company may derive from undertaking marketing research exercise before segmenting the market. (10 marks)
6. (a) There are certain factors that a marketing researcher should consider when selecting a method to use in data analysis. Explain **five** such factors. (10 marks)
- (b) A contracted research consultant has submitted a written research proposal to the marketing manager of Neza Company Ltd. Explain **five** benefits of having such a written proposal. (10 marks)
7. (a) Describe **five** types of reports that a marketing researcher may use to disseminate the results of the research undertaking. (10 marks)
- (b) Highlight **five** qualities that a research report should possess for it to be considered as being good. (10 marks)

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