



The Co-operative University of Kenya
END OF SEMESTER EXAMINATION DECEMBER-2016

EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE
(YR III SEM II)

UNIT CODE: HCOB 2305

UNIT TITLE: MARKETING RESEARCH

DATE: 15TH DECEMBER, 2016

TIME: 2:00 PM – 4:00 PM

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- (a) Define marketing research (2 marks)
- (b) Identify and explain the scope of marketing research in market oriented firms (10 marks)
- (c) Identify and discuss the two major categorization of marketing research (4 marks)
- (d) Identify and discuss significance of market research operating in turbulent market environment (8 marks)
- (e) The DECIDE model conceptualizes marketing managerial decision making as a series of SIX steps. Identify and briefly explain these steps (6 marks)

QUESTION TWO

- (a) Enumerate and briefly explain the major characteristics of marketing research (4 marks)
- (b) Describe the TWO main source of marketing research data (4 marks)
- (c) Briefly describe the following terms as used in marketing research
 - i. Research design (2 marks)
 - ii. Target population (2 marks)
 - iii. Validity (2 marks)
 - iv. Reliability (2 marks)
- (d) Describe the TWO major types of marketing research (2 marks)

QUESTION THREE

- (a) Explain the differences and similarities if any between marketing research and market research (4 marks)
- (b) You have been appointed a marketing manager and you intent to undertake a research to establish the causes of a sudden drop in sales revenue in the firm. Discuss the marketing research process that you will follow (12 marks)
- (c) Describe the importance of marketing research design (8 marks)

QUESTION FOUR

- (a) Describe the importance of marketing research design (8 marks)
- (b) State and explain the three major research designs used in marketing research (6 marks)

QUESTION FIVE

- (a) Define the term research hypothesis (2 marks)
- (b) Justify the necessity of effectively formulating marketing research objectives (6 marks)
- (c) Explain the role of hypothesis in marketing research (6 marks)

- (d) Explain the importance of reviewing relevant literature when undertaking marketing research (6 marks)