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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2019/2020 ACADEMIC YEAR
THIRD YEAR, SECOND SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)**

Date: 10th April, 2019
Time: 11.00am – 1.00pm

KBA 318 - MARKETING RESEARCH

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

Read the following excerpt carefully and answer the questions that follow:

The market research industry has been concerned for a number of years about falling response rates to quantitative surveys. A Market Research Society report of 1997 pointed out that the public rarely distinguishes between anonymous research, database building, or telephone calls that start off asking for information but end up with a hard sell. A report prepared in 1998 by the Future Foundation found that only 50% of consumers were happy to provide personal information to firms with which they deal, down from over 60% in 1995. A core of people surveyed appeared to be not interested in taking part in data collection exercises at all, and won't fill in questionnaires. The 2001 UK Census of Population – a foundation for many research exercises – appears to have fallen short of its claim to be a universal survey of the entire UK population, with reports of up to 2 million “missing” people. For marketers, this is a worrying development. If the public does not offer information about their needs, wants, attitudes and behaviour, it makes the life of the marketer more difficult. There are a number of factors that may explain this trend.

The first is that many more companies are now seeking to obtain information from buyers. Globally, ESOMAR's monitoring of the industry shows that the total market for market research worldwide in 2001 was US\$ 15,890 million, with The USA accounting for 39% of this total and the EU 37%. The Market Research society estimated that in 2000 the size of the UK Market Research Industry was £955 million, with one of the biggest growth areas being opinion research about social or moral issues. In addition, direct marketing companies have been building marketing databases of their own customers. Saturation appeared to be setting in.

The result is that we can hardly visit a restaurant, buy a new item of electrical equipment or take an aeroplane journey without being invited to give our comments. Sometimes we are approached unsolicited for our views, whether in the street or by telephone. Information is a key element of a firms' competitive advantage, so they are putting more and more effort into collecting information about customers.

Secondly, consumers are becoming increasingly aware that information which only they can reveal about themselves has commercial value. Research from the Future Foundation suggested that the majority of people were happy to provide personal details if the result was better products or services. However, the public's experience of how well this data is used often falls short of their expectations in terms of how it benefits them personally.

- a) Required:
- i) Identify an appropriate title for the above study (2 Marks)
 - ii) Identify the likely objectives for the study (3 Marks)
 - iii) Identify and explain the data collection tools that might have been used to collect the above information (4 Marks)
 - iv) Suppose you were a researcher affected by the challenges cited in the excerpt, identify and explain the challenges a researcher is likely to face when collecting data from consumers. (6 Marks)
 - v) Identify the possible remedies to the challenges raised in 1(iii) above (6 Marks)
- b) Highlight the importance of market research to production firms (6 Marks)
- c) Distinguish between information types and sources as used in marketing research (3 Marks)

QUESTION TWO (20 MARKS)

- a) Online marketing research seems to be a wave of the future. Discuss the drawbacks that may be associated with conducting surveys online (10 Marks)
- b) Identify and explain the importance of test marketing to the market research department of an upcoming production firm (10 Marks)

QUESTION THREE (20 MARKS)

- a) Touri and Touris Company has instructed its operators to ask each customer a set of structured questions about their level of satisfaction with the telephone booking service they have just used. You have been asked to provide advice for the design of these questions. Outline the information which should be included in this advice, giving reasons for the suggestions you make. (6 Marks)

- b) Identify and explain circumstances under which a market researcher may opt for sample population instead of whole universe/entire population when conducting a market study (8 Marks)
- c) Distinguish between descriptive and inferential data analysis. (6 Marks)

QUESTION FOUR (20 MARKS)

- a) Distinguish validity and reliability as used in market research (2 Marks)
- b) Identify and explain the various roles of market research participants towards research ethics (10 Marks)
- c) Using your own suitable market research topic, illustrate the following items:
- i) Research hypotheses (2 Marks)
 - ii) Mathematical model (2 Marks)
 - iii) Graphical model (2 Marks)
 - iv) Verbal model (2 Marks)

QUESTION FIVE (20 MARKS)

- a) Distinguish the various forms of measurement scales (8 Marks)
- b) In your opinion, explain the significance of market research findings and presentation (8 Marks)
- c) Explain the four components of Marketing Information System. (4 Marks)