

3177  
2902/306  
MARKETING RESEARCH  
November 2018  
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL

**BUSINESS EDUCATION SINGLE AND GROUP CERTIFICATE  
EXAMINATIONS**

**DIPLOMA IN SALES AND MARKETING**

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) Juma, a marketing manager, is planning to conduct a marketing research exercise. Explain five factors that he should consider in choosing the sampling method to use. (10 marks)
- Time/money, reliability, r acw, & accuracy, 1.1 TM, variability*
- (b) Highlight five advantages of using mail surveys in a marketing research exercise. (10 marks)
- cheap, fast, efficient*
2. (a) Describe five techniques that a marketing researcher may use in an interview to elicit information that would otherwise not be disclosed. (10 marks)
- (b) There are certain measures that a marketing researcher should take in the report writing process to enhance the quality of the report. Outline five such measures. (10 marks)
- use appropriate and relevant data, table, use of charts, it should be up to date, report should be feedback, should be short & simple*
3. (a) Explain five purposes for conducting a marketing research exercise before undertaking a promotional exercise. \* (10 marks)
- Planning ahead, Budgets, Good names*
- (b) Explain five reasons that make it necessary to edit raw data collected during a marketing research exercise. (10 marks)
- to ensure only relevant data is used, to ensure the data is accurate*
4. (a) One of the stages in marketing research is the preparation of the research proposal. Explain five ways in which a proposal is beneficial to a marketing researcher. (10 marks)
- to open up new ideas, to ensure the data is accurate*
- (b) Highlight five aspects of price that may be a subject of marketing research. (10 marks)
5. (a) Describe the procedure that a marketing researcher should follow when formulating a marketing research question. (10 marks)
- (b) Highlight five causes of interviewer error when collecting data in a marketing research process. (10 marks)
6. (a) The corporate marketing research department of Tunda Company Limited has issued a Request For Proposal for a projected marketing research exercise. Explain five uses of such a Request For Proposal in marketing research planning. (10 marks)
- (b) There are certain visual display methods that are used in exploratory data analysis. Describe five such methods. (10 marks)
7. (a) Outline five guidelines that a marketing researcher should follow when developing a questionnaire for use to collect data in a marketing research exercise. (10 marks)
- (b) Describe the contents of the methodology section of a marketing research report. (10 marks)

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