

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, flexibility, access, accuracy, durability*
- (b) Highlight **five** advantages of using mail surveys in a marketing research exercise. (10 marks)  
*- cheap, - fast, - eff.*
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 a date and event that is transparent, tools used, it should be up to date, report should be short & simple, should be short & simple*
3. (a) Explain five purposes for conducting a marketing research exercise before undertaking a promotional exercise. (10 marks)  
*- Plan as ahead, - Budgets, - Get market*
- (b) Explain five reasons that make it necessary to edit raw data collected during a marketing research exercise. (10 marks)  
*- create any mistakes, - to be in a situation that*
4. (a) One of the stages in marketing research is the preparation of the research proposal. Explain **five** ways in which such a proposal is beneficial to a marketing researcher. (10 marks)  
*- to open any more ideas, - to plan ahead*
- (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)  
*def*
- (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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