



UNIVERSITY OF KABIANGA

UNIVERSITY EXAMINATIONS

2016/2017 ACADEMIC YEAR

THIRD YEAR SECOND SEMESTER EXAMINATION

**FOR THE DEGREE OF
BACHELOR OF BUSINESS MANAGEMENT**

COURSE CODE: BBM 336

COURSE TITLE: MARKETING RESARCH

DATE: 29TH JUNE, 2017 TIME: 2.00 P.M -5.00 P.M

INSTRUCTION TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF (2) PRINTED PAGES

PLEASE TURN OVER

MAIN CAMPUS

MARKETING RESEARCH
BBM 336- MARKETING RESARCH
MAIN PAPER

INSTRUCTIONS:

- i. The paper contains **SIX** questions
- ii. Answer **ONE** and **ANY OTHER THREE** questions
- iii. Marks are allocated at the beginning of each question
- iv. Be precise and neat.

- Q 1: (a) Describe the five measurement scales which are used in marketing research. (10marks)
- (b) Explain three methods of data collection used in marketing research. (10marks)
- (c) Highlight any five importance of marketing research. (5marks)
- Q2: (a) Explain the five sources of information in marketing research. (5marks)
- (b) Discuss the four types of research designs which marketing researchers should use during marketing research. (10marks)
- Q3: (a) Explain using examples the five activities to be performed by marketing researchers. (5marks)
- (b) Discuss the stages which marketing researchers should follow to obtain the appropriate findings. (10marks)
- Q 4: (a) Explain the limitations of marketing research findings. (5marks)
- (b) Discuss the five methods of presenting the findings in marketing research. (10marks)
- Q 5: (a) Discuss the four types of Non-probability sampling techniques. (8marks)
- (b) Using suitable examples explain the three types of Hypothesis. (7marks)