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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR**  
**FIRST SEMESTER EXAMINATION**  
**BACHELOR OF BUSINESS AND INFORMATION TECHNOLOGY**  
**KBA 2212 ICT MARKET RESEACH**

**INSTRUCTIONS TO ANDIDATES**

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**Date: December 13, 2024**  
**Time: 2:30pm -4:30pm**

**QUESTION ONE (30 MARKS)**

**Read the following excerpt carefully and answer the questions that follow98I**

This study aims to present a strategic business performance (SBP) model for firms operating in the hospitality industry by providing them guidance on how to use information and communication technologies (ICTs) and e-marketing to attain strategic performance. This paper also explores the moderating role of organizational readiness in the relationship between ICT and e-marketing. Methodology: Data were collected from the top, middle, and operational managers in 4-star and 5-star hotels. To test the mediating role of e-marketing in the relationship between ICT and SBP, Preacher and Hayes's (2008) approach was used along with the bootstrap method. Regression analysis was carried out to examine the moderating role of organizational readiness. Findings: ICTs provide opportunities to execute e-marketing activities for achieving competitiveness. The empirical findings proved that the use of ICTs provides a basis for establishing a successful e-marketing mechanism that helps hotels to achieve SBP. Furthermore, ICTs' influence on e-marketing is strengthened by organizational readiness. Originality/value: This paper adds to previous literature on ICTs, SBP, and e-marketing by examining the role of e-marketing and ICTs in positively contributing to the hotels' SBP, which is a broader measure of firms' business performance, as compared to the traditional financial or operational measures of a firm's performance. Since previous studies on the links between ICTs, e-marketing, and firm performance are based on conventional measures of firm performance, this study offers new insights into the nexus of ICTs, e-marketing, and firm performance.

- a) In relation to the study why is it important to carry out research before a product is designed.  
**(6 marks)**
- b) What are the key factors influencing consumer preferences in the ICT sector according to the study?  
**(6 marks)**
- c) Market research can be carried out in many ways. List three methods below that can be applicable to the study so as to increase performance.  
**(6 marks)**
- d) A good product must be promoted to potential customers by advertising. List three different ways of advertising.  
**(6 marks)**
- e) Write a marketing research report of a new product in an organization of your choice.  
**(6 marks)**

### **QUESTION TWO (20 MARKS)**

- a) Describe the role of marketing research and information in an organization (4 marks)
- b) Evaluate the process of decision making in organizations and state factors that influence market research decisions (8 marks)
- c) What strategies do leading companies employ to maintain their market share in the ICT industry. (8 marks)

### **QUESTION THREE (20 MARKS)**

- a) Briefly explain how marketing intelligence can complement marketing (4 marks)
- b) Who are the major players in the ICT market, and what are their competitive strengths and weaknesses? (8 marks)
- c) What are the current trends driving the growth of the ICT market. (8 marks)

### **QUESTION FOUR (20 MARKS)**

- a) Explain the significance of coding in marketing research. (4 marks)
- b) Discuss the methods of sampling used in descriptive statistics. (8 marks)
- c) Explain the following types of research designs citing examples of research situations that are suitable for each of the designs.
  - i. Descriptive design (2 marks)
  - ii. Causal design (2 marks)
  - iii. Diagnostic design (2 marks)
  - iv. Exploratory research design (2 marks)

### **QUESTION FIVE (20 MARKS)**

- a) Discuss the properties of the four levels of measurement. (4 marks)
- b) "How would you design a research study to investigate the impact of social media usage on mental health among adolescents, considering both quantitative and qualitative research methods? Please outline the steps you would take in selecting your sample, gathering data, and analyzing the results." (8 marks)
- c) Imagine you're conducting a survey to measure customer satisfaction with a new product. Discuss how you would decide which level of measurement (nominal, ordinal, interval, or ratio) to use for each of the following variables:
  - I. Gender." (2 marks)
  - II. Age group." (2 marks)
  - III. Rating of product satisfaction on a scale of 1 to 5." (2 marks)
  - IV. Number of products purchased in the last month. Explain the rationale behind your choices and how you would analyze the data collected at each level of measurement." (2 marks)