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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
THIRD YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)
SPECIAL EXAMINATION

Date: 13th August, 2024
Time: 2.30pm – 4.30pm

KBA 318 MARKETING RESEARCH

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

CASE STUDY: HONDA AND YAMAHA

For decades companies manufacturing industrial products have been striving to manufacture a superior product that can be more appealing to customers. To manufacture a superior product in the market, consumer research is inevitable. Honda and Yamaha are global companies which have been producing industrial products in the global market with an aim of attracting and retaining customers. Despite the efforts of this two companies to produce the most superior products in the global market, stiff competition, change of technology, change of marketing regulations and a shift of customer preferences and tastes are issues of concern.

Required:

- a) In relation to the study case, describe the marketing research process that Honda and Yamaha can adopt in order to develop a superior product in the market (6 Marks)
- b) Explain three marketing research methods Honda and Yamaha can adopt while doing the market survey (6 Marks)
- c) Describe three advantages of applied research to Honda and Yamaha (6 Marks)
- d) Examine external sources of secondary information that Honda and Yamaha can utilize while conducting the market survey (6 Marks)
- e) Discuss marketing intelligence sources marketing managers at Honda and Yamaha can utilize to obtain accurate information before developing the new product (6 Marks)

QUESTION TWO (20 MARKS)

- a) Explain five probability sampling techniques used by marketing researchers. (10 Marks)
- b) Research is regarded as a fact-finding mission intended to solve marketing problems. In this regard, suggest five differences between market and marketing research. (10 Marks)

QUESTION THREE (20 MARKS)

- a) Researchers can collect Primary data using various instruments. In relation to this statement, describe five data collection instruments (10 Marks)
- b) Examine the criteria for developing an effective research instrument. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Describe five advantages of face-to-face interview while conducting marketing research (10 Marks)
- b) Discuss five common sources of errors in field marketing research. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Product planning is one of the vital practices of marketing in competitive firms. In relation to the statement, examine five aspects of product planning research. (10 Marks)
- b) Digital marketing is viewed to be a component of marketing information system. Describe components of a marketing information system. (10 Marks)