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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2019/2020 ACADEMIC YEAR**  
**FOURTH YEAR, SECOND SEMESTER EXAMINATION**  
**FOR THE DEGREE OF BACHELOR OF SCIENCE**  
**(BUSINESS ADMINISTRATION)**

Date: 9<sup>th</sup> December, 2019

Time: 11.00am – 1.00pm

**KBA 429 - APPLIED MARKETING RESEARCH**

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

- a) Briefly explain four levels of measurement scales. (8 Marks)
- b) Briefly give an outline of a typical marketing research in preliminary pages. (8 Marks)
- c) Briefly discuss four types marketing decisions. (8 Marks)
- d) Discuss three benefits of secondary data. (6 Marks)

**QUESTION TWO (20 MARKS)**

- a) Discuss five limitations of secondary data. (10 Marks)
- b) Explain five factors that influence marketing research decisions. (10 Marks)

**QUESTION THREE (20 MARKS)**

- a) Using a table , give different external sources of secondary data. (10 Marks)
- b) Explain using a table, the types of scales and their properties according to Kumar *et al.*,(2002). (10 Marks)

**QUESTION FOUR (20 MARKS)**

- a) Explain briefly five probability sampling methods. (10 Marks)
- b) Discuss briefly five non-probability sampling methods. (10 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Discuss five traditional applications of marketing research. (10 Marks)
- b) Discuss the three contemporary application of marketing research. (10 marks)