



**PAN AFRICA CHRISTIAN UNIVERSITY**  
**SCHOOL OF LEADERSHIP, BUSINESS AND TECHNOLOGY**  
**END OF SEMESTER EXAMINATION FOR THE DEGREE OF**  
**BACHELOR OF COMMERCE**

**BACHELOR OF BUSINESS LEADERSHIP**

**SEPTEMBER – DECEMBER 2017**

**CAMPUS: ROYSAMBU**

**DEPARTMENT: BUSINESS STUDIES**

**COURSE CODE: BUM3113**

**COURSE TITLE: MARKETING RESEARCH**

**EXAM DATE: THURSDAY 7<sup>th</sup> DECEMBER 2017**

**TIME: 2.00PM-5.00PM**

**INSTRUCTIONS**

- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- Answer **question ONE** which is compulsory and **any FOUR** others of your own choice.

### **QUESTION 1**

- a) In your own view, discuss the contribution of marketing research to the entire marketing function  
**(15marks)**
- b) Explain the purpose of marketing research? **5 marks)**
- c) There are a number of considerations to keep in mind in developing research questions. Explain the basic principles of designing the questions for marketing research **(9 Marks)**
- d) Highlight factors that influence the size of a sample? **(6 Marks)**
- e) Giving examples briefly explain the terms Proportionate stratified random sampling and Disproportionate stratified random sampling **(5 Marks)**

### **QUESTION 2**

- a) In a random sample of 1,600 voters, 480 were Kings Supporters. Estimate the standard error of the proportion of Kings supporters. **(2 Marks)**
- b) Evaluate the basic Methods of Communication with Respondents **( 6 Marks)**
- c) Discuss the different methods for handling missing data **(7Marks)**

### **QUESTION 3**

Probability sampling gives each member of the target population a known and equal probability of selection. In this context discuss various sampling methods that you can use when conducting a marketing research.  
**( 15 Marks)**

### **QUESTION 4**

- a) Define the term business ethics **(1 Marks)**
- b) Discuss the following terms in marketing research
  - i. Ethical issues **( 7marks)**
  - ii. unethical issues **( 7 marks)**

### **QUESTION 5**

- a) Explain the factors that affect hypothesis tests **(5 Marks)**
- b) Discuss the format and contents of a marketing research report. **(10 Marks)**

### **QUESTION 6**

Discuss various stages or steps in the marketing research process **(15 marks)**