



PAN AFRICA CHRISTIAN UNIVERSITY
BACHELORS OF BUSINESS LEADERSHIP
END OF SEMESTER EXAMINATION

DEPARTMENT: BUSINESS
COURSE CODE: BUM3323_MARKETING RESEARCH
Online Exams

EXAM DATE:

TIME:

INSTRUCTIONS

- Read all questions carefully before attempting.
- Answer **any four questions only**

QUESTION ONE

- a) Define marketing research (1mark)
- b) Explain why marketing research is important (3marks)
- c) Describe the elements required in a marketing plan (6marks)

QUESTION TWO

- a) Define a research design (2marks)
- b) Explain the various research designs that a marketer can use to gather marketing information (8marks)

QUESTION THREE

- a) Distinguish Primary data from secondary Data (2marks)
- b) Describe the following terms
 - i. Qualitative research methods (4marks)
 - ii. quantitative research methods (4marks)

QUESTION FOUR

- a) Define a sample as used in research (2marks)
- b) Explain the reason behind the use of samples in research (4marks)
- c) Identify and explain any two tools used to gather research Data (4marks)

QUESTION FIVE

Identify and describe the various sampling designs used in marketing research
(10

marks)

QUESTION SIX

- a) Explain any two purpose of a questionnaire in research (4marks)
- b) Describe the various classification of questionnaires and question types

(6marks)