



**AFRICA
UNIVERSITY**

(A United Methodist-Related Institution)

"Investing in Africa's Future"

FACULTY OF MANAGEMENT AND ADMINISTRATION

**COURSE TITLE: MKT202 MARKETING RESEARCH AND SALES
FORECASTING**

SEMESTER 1: FINAL EXAMINATION- NOVEMBER 2013

LECTURER: MR T. MASESE

TIME: 3 HOURS

INSTRUCTIONS

Answer **all questions in Section A** and any **THREE** questions in section **B**

Total possible mark is **100**.

Start **each** question on a new page in your answer Booklet.

The marks allocated to **each** question are shown at the end of the section.

Show all your workings.

Credit will be awarded for logical, systematic and neat presentations.

SECTION A

Question One

a. Define the following terms as they relate to marketing research:

- i. marketing research **(1 mark)**
 - ii. marketing management problem **(2 marks)**
 - iii. marketing research problem **(2marks)**
- b. What are the main objectives of marketing research research?**(5 marks)**
- c. After being assigned to do a marketing research, you finally decide marketing research was not necessary. Explain four instances in which marketing research will not be needed by an organization **(5 marks)**
- d. The problem definition process comprises of 8 steps. Outline these steps **(5 marks)**

SECTION B

Question Two

- a. In what situations would marketing research be necessary and helpful to an organization? **(5 marks)**
- b. Briefly explain the following research designs as they apply to marketing research:
 - i. Exploratory research **(3 marks)**
 - ii. Descriptive research **(3 marks)**
 - iii. Causal research **(2 marks)**
- c. Outline the seven steps of sampling in marketing research **(7 marks)**

Question Three

- a. With the aid of the appropriate notation briefly explain the following concepts :
 - i. After-Only Design **(2 marks)**
 - ii. One-Group Before-After Design **(2 marks)**
 - iii. Before-After With Control Group **(2 marks)**
 - iv. After-Only with Control Group **(3 marks)**
- b. There are two forms of validity that are used to assess the validity of marketing experiments. Distinguish between internal and external validity. List and explain the internal validity concerns of marketing experimentation **(12 marks)**

Question Four

- a. Explain any two advantages of the following data collection methods:
 - i. Direct observation **(2 marks)**
 - ii. Interviews **(2 marks)**
 - iii. Focus groups **(2 marks)**
 - iv. Survey method **(2 marks)**
- b. Outline the steps in questionnaire development process **(10 marks)**
- c. Distinguish between quantitative and qualitative data **(2 marks)**

Question Five

- a. Briefly explain the following concepts
 - i. Sample **(2 marks)**
 - ii. Sample unit **(2 marks)**
 - iii. Census **(2 marks)**
 - iv. Sampling error **(2 marks)**
 - v. Sample frame **(2 marks)**
- b. Sources of information for marketing research can be classified into primary and secondary sources. Explain these terms and give the advantages and disadvantages of these sources of information for the researcher **(10 marks)**

END OF PAPER