AFRICA UNIVERSITY

(A United Methodist-Related Institution)

"Investing in Africa's Future"

COLLEGE OF BUSINESS PEACE LEADERSHIP AND GOVERNANCE

COURSE TITLE: MARKETING RESEARCH AND SALES FORECASTING

COURSE CODE: MKT 202

SEMESTER 2: FINAL EXAMINATION APRIL 2017

LECTURER: MR. T NEMAUNGA

TIME: 3 HOURS

INSTRUCTIONS

Answer <u>any</u> **three** questions.

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.

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

Instructions
Answer <u>any</u> **three** questions:

1) <u>Answer the following</u>:
   Due to competitiveness, organizations now are expected to constantly research on changing customer needs and tastes, to survive. In this regard, organizations now rely heavily on marketing research to gather data and predict changing customer needs. In detail describe the steps one takes when undertaking marketing research?　　　[20]

2) <u>Answer the following</u>:
   a) Jonny Walker Red Label Scotch is concerned with shifting attitudes of the public regarding the consumption of alcohol. However, managers think that scotch whiskey may be seen differently because it is normally consumed in small quantities as opposed to beer, wine, or even other hard liquors such as vodka. Select four projective techniques and describe in detail how your chosen techniques would be applied to this research problem.　　　[12]
   b) Why are projective techniques used in marketing research?　　　[2]
   c) In detail describe the roles and responsibility of a focus group moderator?　　　[6]

3) <u>Answer the following</u>:
   a) What are marketing information systems?　　　[2]
   b) In detail, identify and explain the various components of marketing information systems　　　[12]
   c) In detail, identify and explain the four characteristics of a sound (good) Marketing Decision support system?　　　[6]

4) <u>Answer the following</u>:
   a) What is a research design?　　　[2]
   b) According to Burns and Bush, (2010), research has three basic objectives. Identify and explain them?　　　[6]
   c) List and explain the major components of a research design?　　　[6]
   d) Identify and explain the different methods through which conclusive research can be conducted?　　　[6]

5) <u>Answer the following</u>:
   a) In detail describe the four main characteristics of marketing research?　　　[8]
   b) There are <u>three</u> types of evidence that can be used to establish causal relationships. In detail explain them:
      i. *Associative variation*　　　[2]
      ii. *Sequence of events*　　　[2]
      iii. *Absence of other possible causal factors*　　　[2]
   c) In detail, identify and explain the uses of exploratory research?　　　[6]